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IDG Australia reworks life science offerings; launches new title
CW Denmark's Top 100 title adds companies, revenue
PC World Latin America awards event showcases products and IDG's image
IDG U.K.'s *Techworld* named best launch
John Rousseau, Evilee Thibeault named to ***MIN*** magazine's Most Intriguing list
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Style rules!

November 10, 2003

IDG Japan retools ***Computerworld***, launches ***e-Gov***
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IDG **World**Update

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WWW.IDGWORLDUPDATE.COM

Dear readers,

With this, our first issue of the new year, we are introducing changes to *IDG World Update* that address two of the most frequent pieces of feedback we receive.

First, and most obviously, we have changed our second color from red to blue, thereby eliminating the pink screens that readers (and WU editors!) found less than desirable.

Second, while the page 3 Q&A column continues to garner consistently high praise, we have increasingly heard calls for a broader range of voices to be heard in this forum. Therefore, beginning in the next few weeks, you will read columns authored by an expanded group of IDG professionals from around the world.

We hope you find these changes to be positive ones and, as always, we welcome your comments via world_update@idg.com.

- The IDG World Update staff

In twist, *Macworld* GPSC stages 'moveable meeting'

Colin Crawford, Sharon Cordesse visit seven teams publishing MW editions

On Nov. 8, Mac Publishing CEO **Colin Crawford** and Senior Marketing Manager **Sharon Cordesse** began a 16-day, eight-country trip that allowed them to meet with the seven teams producing local *Macworld* editions around the world as well as a potential new licensee in Singapore. In meetings with staff in Australia, Sweden, France, Germany, Italy, Spain and the U.K. they learned about the similar challenges faced by various publications in the product line, shared best practices and participated in brainstorming sessions.

"We host two product line meetings per year," said Cordesse, who also runs the Macworld Global Product Support Center from *Macworld*'s San Francisco office. "Unfortunately, only a few representatives from each of the various *Macworlds* are able to attend. This trip gave Colin and myself the chance to meet almost everyone involved and participate in a more complete discussion of the problems and opportunities in the current Macintosh computing market."

*The Macworld España team: (front, l-r): News Editor **Guillermo Pastor**, Publisher/Editor-in-chief **Daniel de Blas**, Ad Sales Manager **Natacha Parrón**. (Back, l-r): Senior Editor **Placido Moreno**, Designer **Carmen Rodrigo**, Technical Coordinator & Lab Test Manager **Javier Menéndez**, International Sales Manager **Fátima Ruiz** and Editorial Assistant **Anhía Lara**.*

At each office, the team discussed its current market, strategies and tactics. Crawford also presented an overview of the U.S. market and shared details of a couple of projects with potential for international expansion. "I was extremely impressed with the enthusiasm of all the *Macworld* groups, and despite some tough market challenges that necessitate careful attention to expenses, there was an abundance of ideas aimed at growing revenues, especially from

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IDG retains spot on *Fortune* list of Best Companies to Work For

2003 Outlook
FORTUNE
100 BEST COMPANIES TO WORK FOR
HOW DOES YOURS STACK UP?

IDG has been included in Fortune's 6-year-old 100 Best Companies to Work For ranking for the past three years.

For the third year IDG has been selected by *Fortune* magazine as one of the 100 Best Places to Work For in America. Recognized for its dedication to employees, comprehensive resources and its benefits programs, IDG is the only technology publishing company on the sixth annual list. It is ranked at 58.

Companies on this year's list were selected based on their innovative programs for attracting and retaining world-class talent as well as keeping employees satisfied and motivated during the economic downturn.

"IDG is always recognized as a great place to work, but it's a bigger honor to be recognized as a great place to work in tough times," noted company CEO **Pat Kenealy**. "Business cycles aside, IDG's mission, its goals — customer success, employee success, financial success — and its corporate values have been very consistent over time. With each business cycle we live through, we get better at applying these values, and our customers and our colleagues benefit from our learning."

IDG was selected from a group of 269 finalist companies, whittled down from an original pool of more than 1,000 candidates. In making the final selections, best-selling authors Robert Levering and Milton Moskowitz, who have been tracking companies that offer outstanding work environments since 1981, used a survey created by the Great Place to Work Institute in San Francisco. The survey was sent to a random sampling of employees at each

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in brief newsworthy

GamePro community outreach program benefits Oakland, Calif.-area youth

GamePro Senior Editor ***Dan Amrich*** *(seated, lower right) watches while some of the visiting cadets from the Oakland Military Institute try out a new video game in the company's arcade.*

'Tis the season to give back. Oakland, Calif.-based *GamePro* last month launched an outreach program designed to provide Oakland youth with an educational, behind-the-scenes look into the worlds of video gaming and publishing.

The Oakland Military Institute (OMI) was chosen as *GamePro*'s non-profit organization partner for this event. Twenty-four *GamePro* employees worked together to give 30 13- and 14-year-old cadets and 10 chaperones a closer look at the operations of *GamePro*'s various departments, from editorial, design/production and online to sales, marketing and circulation. *GamePro* staff discussed career path information and the skills necessary to work in those areas to encourage students to pursue their vocational aspirations.

Kristin Shackelford, IDG Games Media Group's director of administration, said that the Oakland Mayor's office provided Games Media with a list of leading non-profit organizations in the city. "We selected OMI because we were impressed with the school's mission to educate underachieving, at-risk students in the community as well as teach them discipline and self-respect," she said.

"*GamePro* takes its social responsibility to the community and its young people very seriously. This is the first step in a series of *GamePro*-sponsored events to benefit the community at large," said **John Rousseau**, president & CEO of IDG Games Media Group and publisher of *GamePro*. "This is our way of saying thanks to the community of Oakland and providing these students with a first-hand opportunity to develop and foster career goals within the business world."

And play some video games, too. Besides learning about how a magazine is produced and distributed at four demonstration stations, *GamePro* also provided a Fun Zone where the students could try some classic games as well as ones yet to be released. At the end of the event, the students ate pizza and received gift bags with *GamePro* and *Code Vault* magazines, *GamePro* T-shirts and other *GamePro* merchandise, as well as video games donated by Eidos Interactive Ltd., Sega of America, Inc. and THQ, Inc.

OMI Principal Michael Mendoza said, "This is a wonderful thing. The kids were completely overwhelmed and will keep this experience with them for a long time to come."

Shackelford said Games Media aims to continue this community outreach program quarterly basis.

For more details contact **Kristin Shackelford** at kshackelford@gamepro.com.

IDG Japan honors outstanding employees at annual kickoff meeting

(L-R): IDG Japan President & CEO ***Setsuro Tamai****,* ***Toshio Tawara, Kaoru Harikae****, and* ***Hideyuki Mori****, representing LinuxWorld Editor-in-chief* ***Keita Kuramoto****.*

IDG Japan held its annual fiscal-year kickoff meeting late last year, bringing nearly 100 employees together to share information about strategies for the upcoming year.

Acknowledging the difficult fiscal year just past, IDG Japan President & CEO **Setsuro Tamai** said IDG Japan had done a good job weathering the situation and recounted several high points of the past year. These included the launch of a monthly *Network World* in June, the release of a series of IT books starting with *The 10-GigaBit Ethernet Textbook* and the debuts of the Web Services and Genome Technology conferences.

Tamai also honored employees celebrating fifth or 10th anniversaries with IDG Japan and announced the winners in the company's awards program. Winners were:

- President's Award: **Ryuta Nasukawa**, editor-in-chief, *JavaWorld*; and **Megumi Okamoto**, manager, IDG Japan Expo unit.
- Special Award: **Sachiko Nishihara**, corporate marketing, for her special contribution to the marketing and promotion of IDG Japan's magazines and books via the division's Web site.
- Best-of-the-Year Award: **Keita Kuramoto**, editor-in-chief, LinuxWorld; **Satoshi Yoshida,** editor-in-chief, *Network World*; **Toshio Tawara**, Expo unit sales; **Kaoru Harikae**, manager of corporate marketing; **Akira Honma**, publishing unit advertising sales; and **Satoshi Kumagai**, accounting.

Established in 1982, IDG Japan produces seven publications and organizes more than 14 conferences and events.

one on one the interview

Pat McGovern
The chairman of IDG is this week's columnist. He may be reached at patmcgovern@idg.com.

> *"In the U.S., for example, moving to monthly billing would increase subscriber revenue payments to about $70 a year from the typical $20 a year now paid for an annual subscription."*

Q You have long stated that one of IDG's strategies is to increase the percentage of its revenue that it gets from the users of its information. What can IDG publishers do to help achieve this objective?

A One approach is to recognize that subscribers to a magazine or newspaper are receiving an information service, not an information product. Subscribers should be sold that service the same way that cable TV, Internet access, electricity and other services are sold. They should be offered a magazine service, billed monthly through a credit card, with the service continuing until the customer requests to cancel the service.

The monthly price for the publication should be the newsstand price, but with the bonus of free delivery. People who buy things by mail order, by telephone or on the Internet are accustomed to paying substantial shipping and handling charges to receive the product. Therefore, they are aware of the economic benefit to them of free shipping and handling.

Since all the billing is by credit card, the benefit to the subscriber of paying a monthly fee rather than an annual subscription fee is that the buyer can cancel at any time without waiting until renewal time (in reality, annual renewal rates go over 90% with such continuous service programs). For the publisher, this greatly boosts the profitability of subscriber service by boosting the renewal percentage by nearly 50% and tripling the annual revenue from the subscriber. In the U.S., for example, moving to monthly billing would increase subscriber revenue payments to about $70 a year from the typical $20 a year now paid for an annual subscription. An additional benefit of the use of a credit card for monthly billing is that it allows the publisher to develop a number of affinity marketing programs with major credit card issuers.

The net result would be to increase overall subscriber revenue by nearly 500% a year and dramatically increase the profitability of such renewals.

Q More and more IT advertisers seem to be using television. They often cite the apparent low cost of television saying they only need to pay $10 per 1,000 viewers for a TV ad, compared to $40 per 1,000 copies of a magazine circulation. As a result, TV seems to be getting a greater share of IT advertising. How can we fight this?

A We can counter this on two levels. The first one is relevance. All the studies of the role of the media in influencing the buying of IT products or services show that IT magazines and their Web sites are among the most relied upon source of information in deciding what IT product or service to buy. Television is one of the least influential of all media in this regard.

The second is by making a true cost comparison. Television prices are based on the number of viewers, not the number of television sets sold, while magazine prices are based on the number of copies sold, rather than the number of readers. But, the true comparison should be total viewers vs. total readers. In countries where syndicated readership studies are readily available, it makes sense for publishers to set their magazine prices based on total readership as measured by their most recent syndicated readership study. For example, if *PC World* U.S. charged a typical television rate of $10 per thousand, its rate would be $69,000 per page based on its 6.9 million readers measured by syndicated readership studies. That revenue per page would be about twice what it currently receives, charging $35 per thousand copies sold.

This type of pricing makes perfect sense since the advertiser wants to reach readers. A copy of a magazine that may never be opened is not a relevant measure of advertiser exposure. Therefore, it makes compelling logic that magazine publishers in countries where there are trustworthy independent readership surveys equivalent to television viewer surveys begin to charge on the basis of their number of readers to be consistent with the television rates based on their number of viewers.

Q What do the recent leadership changes in China mean?

A The transition to Hu Jintao as the new president of China and Wen Jiabao as the new premier reflects a remarkably smooth transfer of leadership in China. Individuals usually do not give up positions of power readily, and it is a tribute to President Jiang Zemin and Premier Zhu Rongji that they retired voluntarily from their positions in order to allow a new, younger leadership to take their places.

The new leaders have worked closely with their predecessors over many years, and no radical change in political or economic policy is likely to develop. The government decided nearly 20 years ago to adopt a market economy instead of their centrally planned economy. This liberated the energies of the Chinese people and resulted in year-by-year economic growth that has been the fastest of any major coun-

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Macworld

continued from page 1

Australian Macworld has been published by licensee Niche Media in Melbourne since 1997. With a monthly circulation of around 16,000, *Australian Macworld* is primarily sold on the newsstand, and is the only local Mac publication in the market. Australia is so newsstand-oriented that special editions of magazines can remain on sale for up to 12 months.

www.austmacworld.com.au.

MacWorld
Vrål-snabb

Established in 1996, *MacWorld Sweden* has a circulation of approximately 19,000, and the team hopes to increase this by 20% in the coming year. The Swedish magazine market is very subscription-oriented with the highest per capita subscription in the world (about six per person).

www.macworld.idg.se

Macworld
Cédez à la tentati

IXO Publishing (formerly Pressimage) in France signed a license to publish a local *Macworld* edition, known as *Univers Macworld*, in 1998. With a staff of 11, the French team has done an excellent job in a very competitive market. This past year has been particularly challenging, as three new Mac magazines appeared on the scene. But *Univers Macworld* is one of the most popular with an average circulation of about 30,000 per month, split 1/3 subscriptions and 2/3 newsstand sales.

www.ixopublishing.fr

readers," he reported.

Cordesse told colleagues that she is in the process of creating a GPSC Web site: Macworld Business Resources. This site will provide a central place where PDF documents can be posted and downloaded so that various *Macworld* editions can share sales tools, research reports, press releases and editorial information.

In spite of the variety of geographic locations, many of the challenges faced by the publications are similar. "It was very helpful for everyone to know that we're all in this together, and to enjoy the synergy of meeting each other face to face," Cordesse said.

Below are a few highlights from each office visited.

Australia

The Australian Mac market is primarily education- and consumer-oriented, however Editor-in-chief **Matthew Powell** said that he is interested in sharing reviews with the other English-language editions, as do the U.S. and U.K. versions on occasion.

Australian Macworld is the first to have a section in the magazine dedicated to the Digital Hub, Apple Computer's vision of the personal computer as a hub for all digital equipment. So far, this has been an editorial success and provided additional opportunities for advertising in the publication.

Sweden

Last year, *MacWorld Sweden* bought out its largest competitor, Mac Pressen, and incorporated some of its more popular consumer-oriented ideas. In addition, Editor-in-chief **Nils Holmlöv** and his staff have focused some content on high-tech gadgets and innovative products. Last month they published a special edition with more coverage on these topics.

Holmlöv said he would like to help coordinate a monthly news round-up from each *Macworld* edition to be published on the Web. The editors will pick a topic, then submit contributions reflecting a local perspective. This has been done previously and was well-received by readers all over the world.

Advertising goals include expanding the back of the book section. Product Manager **Gabriel Kärrby** has been inspired by the success of the U.S. "Showcase" section and plans to use this model to enhance the advertising opportunities in *MacWorld Sweden*.

France

The French team has successfully differentiated *Univers Macworld* by positioning it as the French reference guide to Mac OS X. Their mission is to help Mac users switch to the new operating system, and in spite of the fact that the installed base of Apple's new OS is relatively low in France, readers are still highly interested, evidenced by an increase in subscription sales for the publication.

*The MacWorld Sweden staff (l-r): Product Manager **Gabriel Kärrby**, Editor-in-chief **Nils Holmlöv**, News Editor **Joachim Johansson** (in back), Art Director **Micha van Dinther**, Sales Representative **Diamante Axvret**, Sales Representative **Jesper Landén**. Not pictured: Assistant Editor **Pernilla Norin**.*

Editor-in-chief **Bernard Le Du** discussed his idea to negotiate with Apple to include free OS X updates on *Macworld*'s monthly CD. Broadband is currently not widely established among the publication's mostly consumer readership, and due to the size of these files, many Mac users are simply not updating their operating systems. Le Du said he is certain that this promotion would increase magazine sales and provide a way for readers to get the updates without downloading them on 54K modems. Crawford agreed to present this idea to Apple himself to explore the possibility of a global deal that would allow all *Macworld*s to take advantage of this opportunity.

For 2003, the *Univers Macworld* team is working on a redesign of its magazine and expanding its online presence. They will also realize a major cost savings as the magazine has moved its printing to Spain.

Germany

Macwelt Editor-in-chief **Sebastian Hirsch** explained that they have had quite a difficult time getting new products to test from the local Apple Computer subsidiary. So they negotiated a deal with the biggest reseller (Cancom) to rent new machines at a very low rate, and in this way they can turn their product reviews around quickly. Using this method, they often have access to products long before Apple's German office receives them.

Macwelt is the leading Mac publication in Germany. The *Macwelt* editorial group produced a few highly successful special issues during the past year including DVDs with more than four gigabytes of

IDG

January 13, 2003

Sales Manager, Industry Vendor Accounts (IDC)
IDC's Sales Group is seeking a Sales Manager who will focus on selling IDC's research products to installed base Hardware and Software vendor clients primarily on the west coast. The Sales Manager will be responsible for developing an in-depth knowledge of IDC products and services and strong relationships with individuals across IDC. In addition the individual will need to attain quota goals in generating incremental revenues from existing clients and building strategic relationships with the client base. Requirements for the position include 5 – 10 years demonstrated success in a professional services or information technology research outside sales position, strong aptitude to work collaboratively with IDC Sales, Research and Consulting, ability to set strategy to develop incremental business with existing IDC clients; proficiency in Microsoft Word, Excel and Powerpoint; Bachelor's degree (or equivalent experience). The role requires minimal travel and will be based in IDC's Mountain View, CA office. **Location: Mountain View – CA**
Contact: Email: ijuhola@idc.com

Product Manager (IFW)
InfoWorld is seeking an experienced and energetic Product Manager to drive business objectives and assess performance of current and new online products at InfoWorld.com. Responsibilities include: evaluate online content, add on products, competitive products and provide assessments; identify revenue opportunities related to products and develop products that make an impact on the bottom line; lead cross-functional teams comprising multiple skills and personalities through product development and ongoing site improvement; manage, coordinate and track efforts of staff in multiple departments assigned to product development efforts (i.e., editorial, technology, product design, marketing, sales partnerships, and business development); define end-user product requirements and transfer those requirements into product specifications and growth plans for execution; lead and perform daily production tasks to make sure that a product is of the highest quality; determine modifications and growth plan based on analysis and research. Requires BA/BS degree, 2-3 years related industry experience - Internet and Media, solid product and project management skills, an understanding of the needs of the audience, and the ability to direct all aspects of a multifaceted online project, strong leadership qualities, including organizational and people-management skills, solid knowledge of Web-based business tools/technologies (including HTML, database-driven content delivery systems, message boards, video, B2B marketplaces, etc.), demonstrated ability to build successful Web sites and solid written and oral communication skills. ***Location: San Francisco CA***
Email: resumes@infoworld.com

Account Executive (ITC)
IT Careers is looking to fill two (2) Account Executive positions. These positions, reporting directly to the Director of Recruitment Advertising, are inside sales positions with direct quota responsibilities. Individuals will be responsible for prospecting new clients, maintaining and growing install base accounts, providing research and closing sales for both print and online. Qualified candidates must have 1 to 3 years selling print and online advertising, a strong phone presence, excellent communications, interpersonal and customer service skills. Individuals must be able to work independently and as a member of a sales team. Familiarity with the high tech market a plus! ***Location: Framingham – MA***
Contact: Email: jcjobs@idg.com

Trademark Paralegal (LEG)
IDG is seeking an experienced Trademark Paralegal to join the legal team. The paralegal will be responsible for handling U.S. and worldwide trademark services and applications, maintaining the trademark database and reports and corresponding with outside trademark counsel. Candidate must possess a minimum of 2 - 3 years of experience with trademark filings and administration. Excellent computer database, organizational and follow-through skills essential. Strong attention to detail also required. ***Location: Framingham – MA***
Contact: Email: jcjobs@idg.com

U.S. Correspondent (NEW)
IDG's daily, international news service seeks an experienced, high-energy journalist to cover the U.S. technology industry from our San Francisco news bureau. Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus.
Location: San Francisco – CA
Contact: Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

How to get your story into *IDG World Update*

There are three ways you can alert the editors to a potential story for inclusion in *IDG World Update*.

- Call or e-mail us with a story idea, the names of some people we can speak with and any relevant background information. We'll write the story and show you a draft.
- Send us an e-mail containing the basic information, preferably in bullet points. Please include the names and e-mail addresses of individuals we may contact for further information. We will show you a draft of the article prior to publication.
- Send us an already written story. Bear in mind your story may need to be edited or rewritten to conform to our editorial guidelines. Most stories included in *World Update* are 800 words or fewer. If we need to do any substantial editing, we will return the story to you for approval before publication.

Editorial guidelines

Content

Most stories included in *IDG World Update* have a business focus. New products or services, best practices, new means of generating revenue or serving readers are examples of the kinds of stories for which we are constantly on the prowl.

We also welcome tips on employees who might make excellent candidates for a short profile. Do you work with someone who contributes significantly to the productivity of your group? Has someone in your department recently saved the company money, streamlined a process or contributed to improved morale?

Occasionally we also profile individuals who pursue interesting or creative out-of-work activities. Does someone you work with volunteer as a literacy tutor or play drums in a rock band?

Length

If you choose to submit an already-written article, please keep in mind that short is beautiful. If you are even considering submitting a story that exceeds 850 words, please contact one of the editors prior to embarking upon it.

Photographs

We love them! Please remember that if you are sending digital photos, they must be of a size or resolution that is large enough to reproduce well in print. That means images of at least 200 dpi or at least 8 inches in width. If you are based in the Framingham, Mass., or San Francisco areas, contact us and we may be able to visit your business unit for a photo shoot.

Contact us:

Patricia Smith
patricia_smith@idg.com
617-239-7826

Penny Winn
penny_winn@idg.com
617-239-7825

David Bromley
david_bromley@idg.com
415-934-7431

Macwelt
APPLE AUF DEM PRÜFSTAND

Established in 1989, Germany's *Macwelt* is largest publication in the *Macworld* family outside the U.S. with a circulation of more than 46,000. *Macwelt* covers all issues pertaining to the local Mac market but is geared to the high-end user.

www.macwelt.de

Macworld
ITALIA
X
Mac OS X 10.1

With a few dedicated employees and several shared among other IDG Italy publications, *Macworld Italia* has been published since 1991. Current circulation is 14,000.

www.macworld.it

Macworld
Xserve

Established in 1992, *Macworld España* has just celebrated its 10th year of publishing. *Macworld España* has a print run of 14,000 issues per month and is the only Mac magazine in the local market at this time.

www.idg.es/macworld

Macworld U.K. was launched in 1989, and along with *Macwelt*, is one of the oldest international editions of the magazine in continuous publication. *Macworld* U.K. has a monthly circulation of 30,000 and is the largest Mac magazine in the country. To boost these results, the special issues they produce increase market share to 40,000 readers monthly.
www.macworld.co.uk

shareware, graphics, demos and utilities. These issues were priced at more than twice the normal issue cost (12.8 euros compared with 6.4 euros) [US$13 vs. $6.70], but sold almost as many (16,000 vs. 22,000 regular newsstand sales). The cost of producing the issues was nominal as they hired a college student to create an index and short description of each of the items on the CD, and this information constituted the biggest part of the printed issue. Like the U.S. publication, *Macwelt* has had more success with special issues dealing with tips and how-to content than with buying information.

Six months ago, *Macwelt* began charging for its archived online content that can be downloaded in PDF format. It is converting to a new content management system that will allow it to sell subscriptions to the Web site.

Italy

Earlier this year, *Macworld Italia* underwent a major editorial and graphic restyling. While the magazine's focus has always been on the professional and power user, it is now geared toward those interested in digital creativity. Editor-in-chief **Enrico Lotti** and his team are providing more coverage on digital video and audio, Web design and multimedia, along with more in-depth stories about related technology, how-to information and tutorials. As with the *Australian Macworld* team, Lotti said he believes that there is value in following Apple's focus on the Digital Hub.

The competitive environment is very tense, as *Macworld Italia*'s biggest contender has a strong hold on the advertising market. *Applicando* is an older, larger publication with a greater number of readers but charges less for advertising and has less stringent editorial values. The Italian sales team, led by Publisher **Paolo Galvani**, is gearing up for a tough fight this year and is launching a campaign to visit every local Mac advertiser to find out what it will take to get their business.

Spain

Macworld España's editorial is currently geared to the professional user, as most of its readers use Macs in creative work of some type. For this reason, the edit team is also expanding the digital content as demand for this information increases.

The Spanish advertising market consists mostly of distributors, as many of the larger hardware and software companies believe that the editorial coverage they receive in the magazine is promotion enough. Crawford and Cordesse found that this was a common problem among most of the international publications. *Macworld España* is thinking creatively to overcome this challenge, however, and may launch special sections (e.g., a four-issue music sequencing course) to be sponsored by advertisers.

The edit team was intrigued by the profitable special issue strategy used in other countries. De Blas said his team plans to launch a special in February that will offer lots of tips and practical content. The team will also continue to explore ways to expand market share by selling a digital version of their magazine into other Spanish-speaking countries.

They too are beginning to offer paid content in PDF format to their online readers.

U.K.

Selling magazines in the U.K. is extremely competitive and fosters interesting promotional ideas on the newsstand. In order to stand out from the crowd, *Macworld* U.K. offers two monthly covermount CDs that frequently contain portions of books, tutorials and games. They have even included full versions of software applications that developers will make available when they are about to release a new version. Editor-in-chief **Simon Jary** explained that by giving the older version away for free, the software vendors greatly increase their upgrade sales. A new idea that is having the intended effect of boosting sales is a solid polybag, which lists only a few magazine headlines and lends an air of mystery to the contents inside. This psychological trick has worked — increasing sales of regular as well as special issues.

On the sales side, growth is online. A new content management system allows vendors to update their own product listings in the site's Buyer's Guide and can even include a graphic that is automatically sized to fit the format of the Macworld Extra Web site (www.macworldextra.co.uk). When a new product is entered into the system, the vendor can choose to have an e-mail sent automatically to the news editor. This gives an added PR incentive for vendors to participate. The U.K. sales team is copied on each e-mail, providing an additional way for them to obtain active sales leads. Clients pay a flat fee for 12 months.

Macworld Extra Sales Director **Caroline Evans** said that the team is about to introduce the same type of interface for vendors and resellers to post their deals. They buy into it for a fee (£2,500/US$4,000) and can post unlimited offers for a 12-month period.

For more information contact Colin Crawford at colin_crawford@macworld.com or Sharon Cordesse at sharon_cordesse@macworld.com. WU

Thanks to Sharon Cordesse for contributing this article.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Josef Lohner *IDG Germany*

23

Donna Pomponi *Network World*
Maria del Carmen Doehler *IDG Germany*

21

Bernhard Weeser-Krell *IDG Germany*

20

Seppi Heber *IDG Australia*

18

John Gantz *IDC*
Rebecca Segal *IDC*

Segal

17

Bradley Thorpe *IDC*

16

Jean Bozman *IDC*

15

Mary Wardley *IDC*
Robert Brown *Network World*
Erika Schönberger *IDG Germany*
Ulrike Pape *IDG Germany*
Ursula Nadador *IDG Spain*

14

Steve Spingola *Mac Publishing*
David Emberley *IDC*
Regina Steinmann *IDG Switzerland*
Kenneth Fuller *IDG*
Birte Matsen *IDG Denmark*

13

Tracey Capen *PC World*
Diana Garza *IDG Global Communications*
Lillian Richard *IDG*
Per Andersen *IDC Denmark*
Lisbeth Egeskov *IDG Denmark*

12

Steven Frantzen *IDC CEMA*
Kazimierz Szot *IDG Poland*
Eos de Feminis *Mac Publishing*
Holger Heppner *IDG Germany*
Ralph Peter Rauchfuss *IDG Germany*
Jennifer Schlee *IDG Germany*
Claudia Völk *IDG Germany*

11

Michael Wallace *IDC*
Ute Zirus *IDG Germany*
Ludger Schmitz *IDG Germany*
Ailton Barbosa da Silva *IDG Brazil*

10

Malgorzata Chwaszczewska *IDG Poland*
Wieslaw Pawlowicz *IDG Poland*
Barbara Kitzis *IDC*
Felix Gonsalves *IDC*
Eric Prothero *IDC*
Amy Bartulis *InfoWorld*
Deborah Temple *IDG*
Ursula Grimm *IDG Germany*
Jose Gonzalez *IDG Spain*
John Brillon *Computerworld*

9

Jerzy Krupinski *IDG Poland*
Jason Snell *Mac Publishing*
Ruth Bell *IT World Canada*
Andrea Kirchmeier *IDG Germany*
Jackeline Carvalho *IDG Brazil*
Piyush Singh *IDC Singapore*
Janni Øgaard *IDG Denmark*
Peter Wiwe *IDG Denmark*
Joe Mola *Computerworld*

8

Tomasz Janos *IDG Poland*
Diane Ryczek Rae *PC World*
Stan Erhart *PC World*
Dennis Philbin *IDC*
Patricia Chisholm *CXO Media*
Eystratios Prodromakis *IDG Switzerland*
Eric Owen *IDC U.K.*
Nancy Taylor *IDC U.K.*
Robert Gleason *IDG*
Jeannie Button *IT World Canada*
Andreas Helmiß *IDG Germany*
Monika Tenbieg *IDG Germany*
Ana Paula Lobo *IDG Brazil*
Terezinha Omura *IDG Brazil*
Mustafa Mustafa *Macworld U.K.*
David Waugh *Computerworld*

7

Sara Lake *IDC*
Carmen Matheson *IDC*
Sonja Wunsch *IDG Switzerland*
Frank Coelho *Network World*
Cheryl Roy *IT World Canada*
Christine Kohn-Meier *IDG Germany*
Sabine Prehl *IDG Germany*
Bruno Völk *IDG Germany*
Claudia Pielen *IDG Germany*
Emanuela Cella *IDG Italy*
Massimo Cesati *IDG Italy*
Jun-ichi Saeki *IDC Japan*
Charlotte Bedstrup *IDG Denmark*

6

Keith Shaw *Network World*
Enkutatash Gubaie *Network World*
Mathew Heath *IDC U.K.*
Stephen Kranabetter *IT World Canada*
Andreas Frenzel *IDG Germany*
Anja Kellner *IDG Germany*
Lene Winther *IDC Denmark*
Elisabeth Persson *IDG Denmark*
Sharon Gartenberg *Computerworld*
Rick Broughton *Computerworld*

5

Jyoti Lalchandani *IDC CEMA*
Jaroslaw Gorczycki *IDG Poland*
Linda Young *IDC*
Deanne Hart *IDC*
Stephen Minton *IDC*
Stephen Pearson *InfoWorld*
Ann Bednarz *Network World*
Andrew Brown *IDC U.K.*
Klaus Plessner *IDG Germany*
Markus Schelhorn *IDG Germany*
Sean Ashcroft *Macworld U.K.*
Paula Breedveld *IDC Benelux*
Charlotta Hållén-Kragh *IDC Denmark*
Lotte Bernth *IDG Denmark*
Matt Duffy *Computerworld*

4

Petr Veselý *IDC CEMA*
Julie Ramirez *IDG Games Media*
Shellie James *CXO Media Group*
Steven Harris *IDC*
William Kelly *IDC*
Bruce Hollocher *IDC*
Judith Young *IDC*
Lillian Domina *IDC*
Lucinda Derby *IDC*
Melita Marks *IDC*
Jason Gould *IDC*
Thomas Meyer *IDC U.K.*
Karine Paoli *IDC U.K.*
Andrew Walton *IDC U.K.*
Martin Bayer *IDG Germany*
Klaus Hauptfleisch *IDG Germany*
Petra Mühleck *IDG Germany*
Maurilio Vitali *IDG Italy*
Alberto Kaduoka *IDG Brazil*
Maria Ribeiro da Costa Silva *IDG Brazil*
Matthew Yorke *IDG Global Solutions U.K.*
Sokol Sokolov *IDG Bulgaria*
Charlotte Krogh Jørgensen *IDG Denmark*
Joaquin Hevia *IDG Spain*

3

Joshua Budd *IDC CEMA*
Mila Kantcheva *IDC CEMA*
Libor Minichbauer *IDC CEMA*
Laura Munson *IDC CEMA*
Vit Prücha *IDC CEMA*
Viggo Bjerre *IDC Nordic*
Lisa Schmeiser *Mac Publishing*
Dennis Sellers *Mac Publishing*
Vanessa Grenfell *PC World*
Hannah Richardson *IDG Australia*
Kathy Nagamine *IDC*
Laura Milewski *IDC*
Dan Vesset *IDC*
Carlton Vogt *InfoWorld*
P.J. Connolly *InfoWorld*
Michael Curt *IDG Switzerland*
Monica Hamilton *Network World*
Amie Gaston *Network World*
Rosie Secchi *IDC U.K.*
Yvonne Yong *IDC Malaysia*
Donna Butts *IT World Canada*
Janice Levelton *IT World Canada*
Ruth Drost-Hüttl *IDG Germany*
Matthias Teichmann *IDG Germany*
Andrea Talke *IDG Germany*
Thomas Laux *IDG Germany*
Anja Smeilus *IDG Germany*
Mike Blais *Accela Communications*
Paolo Galvani *IDG Italy*
Paolo Morati *IDG Italy*
Grazia Rovati *IDG Italy*
Karina Garcia *IDG Brazil*
Ricardo Untem *IDG Brazil*
Ednalva Oliveira *IDG Brazil*

Yuji Nishigori *IDG Japan*
Spencer Dalziel *PC Advisor*
Wilvin Chee *IDC Hong Kong*
Helen Lawson *IDG Global Solutions*
Esa Peltonen *IDC Finland*
Bettina Thyge *IDG Denmark*
Michael Meleedy *Computerworld*

2

Vladimir Kroa *IDC CEMA*
Martin Veselý *IDC CEMA*
Frank Parisi *IDG Games Media*
Tara Gillet-Liloia *CXO Media*
Scott Berinato *CXO Media*
Isaac Ugay *CXO Media*
Cheri McKeithan *CXO Media*
Simone Kaplan *CXO Media*
Simon Thaler *PC World*
Howard Dahdah *IDG Australia*
Thomas Vavra *IDC*
Anne Carver *IDC*
Doris Hernandez *IDC*
Reagen Brown *IDC*
Michael Swenson *IDC*
Bradley Nisbet *IDC*
Susan Rae *IDC*
John Henion *IDG Communications*
Karen Lucero *IDG Communications*
Joseph Crocenzi *InfoWorld*

Henion

Scott Springer *IDC*
Mike Friend *IDC U.K.*
Bruce Powell *IDG Travel*
Margo Ameen *IDG Travel*
Laurie Horn *IDG Travel*
Michael McCarthy *IDG Travel*
Nikki Civetti *IDG Travel*
Suzette Licata *IDG Travel*
Wendy Donnellan *IDG Travel*
Faith Clunie *IDG*
Robin Wiersma *IDG World Expo*
Hara Stein *IDG International Publishing Services*
Nicole Filiatrault *IT World Canada*
Shane Belknap *IT World Canada*
Annette Auer *IDG Germany*
Eric Bonner *IDG Germany*
Sabine Schwehr *IDG Germany*
Daniel Mohn *IDG Germany*
Johannes Wiele *IDG Germany*
Claudia Sturm *IDG Germany*
Ingrid Weidner *IDG Germany*
Beate Rodler *IDG Germany*
Thomas Hafen *IDG Germany*
Barbara Kurtz *IDG Germany*
Stephen Wiesend *IDG Germany*
Monika de Letter *IDG Germany*
Christoph Lange *IDG Germany*
Christian Hofmann *IDG Germany*
Marta Pely *IDG Germany*
Joel Grandin *Accela Communications*
Daniele Lazzarin *IDG Italy*
Renee Gamble *IDC Hong Kong*
Rita Lee *IDC Hong Kong*
Grace Lai *IDC Australia*
Fred Wong *IDC China*
Jane Wang *IDC China*
Robert Grange *IDG Global Solutions U.K.*
Julie Gage *IDC Canada*
Jennifer Isbister *IDC Canada*
Randy Mandrish *IDC Canada*
Yuka Shiseki *IDC Japan*
Anja Boerhoop-Hecht *IDC Benelux*
Margot Pop *IDC Benelux*
Julie Gronwald *IDC Denmark*
Daniel O'Boyle Kelly *IDC Denmark*
Pelle Hallberg *IDC Sweden*
Dan Jensen *IDG Denmark*
Anhia Lara *IDG Spain*
Eugenia Lopez *IDG Spain*
Martín Moncalvillo *IDG Spain*
Pam Malingowski *Computerworld*

1

Dipal Damani *IDC CEMA*
Simeon Hinov *IDC CEMA*
Jeffrey Vavra *IDC CEMA*
Kevin Gifford *IDG Games Media*
Geoff Sturm *PC World*
John Murphy *InfoWorld*
Kevin Varley *InfoWorld*
Claudia Bardola *IDG Switzerland*
Kevin Davies *Bio•IT World*
Gina Bajenaru *Bio•IT World*
Monika Fiedler *IDG Germany*
Marion Schnell *IDG Germany*
Stefan Bader *IDG Germany*
Hirotaka Nishide *IDG Japan*
Yumi Hayatsu *IDG Japan*
Sean Kil *IDC Korea*
Steffi Han *IDC Korea*
Maki Yokota *IDC Japan*
Mika Washizuka *IDC Japan*
Tatiana Pirincheva *IDG Bulgaria*
Valentina Todorova *IDG Bulgaria*

McGovern

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try in the world.

Since economic progress is an important factor in people's satisfaction with their government, it is almost certain that China will continue with the policies that have caused this economic growth, such as the privatization of government-owned industries, encouragement and support of privately owned enterprises, expanding access to capital markets by increasing the number of companies listed on the stock exchange, etc. Because of the continuing economic stimulus caused by these policies, the future of IDG's business in China looks very bright.

Q **How closely do you monitor the activities at the McGovern Institute for Brain Research at MIT?**

A I serve as chairman of the Board of Directors of the McGovern Institute. That Board meets four times a year. I also help with the recruiting of outstanding candidates to join the McGovern Institute as key faculty members, and I attend their annual two-day symposium on advances in neuroscience.

During the past two years, I have worked on the design of the new 140,000 square foot building for the McGovern Institute. That design is now finalized, and groundbreaking will occur in early spring. The building should be ready for occupancy in mid-2005.

All of us involved with the McGovern Institute are proud of the fact that one of our faculty, Dr. Robert Horvitz, won the Nobel Prize in Medicine this year. Phil Sharp, the Institute's director, is also a Nobel Laureate. So, for the time being, the McGovern Institute has the highest density of Nobel Laureates of any research institute in the world! WU

Fortune

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company being considered for the *Fortune* list. In addition, each candidate company must submit a comprehensive questionnaire detailing its HR policies and workplace culture. Significantly, it is the employee feedback that weighs most heavily (two-thirds of the total) in determining a company's ranking on this list.

"I am proud that IDG once again is judged to be one of the best places to work in America," said company Chairman **Pat McGovern**. "Despite the challenging climate of the past year, IDG continues to foster the entrepreneurial culture and emphasis on work/life balance that has been our focus since our founding."

For details contact Corporate Communications Specialist **Sarah Godbout** at sarah_godbout@idg.com. WU

celebrating 10!

Name
Irene Ford

Home
London

Joined IDC
November 1991as a sales administrator.

Current title
IDC EMEA Sales & Marketing Coordinator. My responsibilities include worldwide integrated sales planning, tracking sales throughout EMEA, consolidating and analyzing the EMEA 30/60/90 forecast, maintaining the EMEA Account Assignment list and providing support to the IDC Group VP of EMEA Sales & Marketing.

Best part of your job
Interaction with all the sales and management staff throughout EMEA and worldwide.

What's kept you at IDG for 10 years?
I like working for my manager which, after many years working in other organizations, I realize is a vital part of job satisfaction.

Interests outside the office
Movies, reading, travel and cooking.

What talent do you wish you had?
To play either the guitar or the saxaphone.

Dream destination
Hard to choose just one destination. It would have to be either Bora Bora or Mauritius.

Five people — living or dead — you'd invite to a dinner party?
Besides my partner Tony — as he would be doing the cooking — I would have to say [IDC New Jersey Sales Administration Manager] Ruth Sager as she is one of my dearest friends and we do not get to see one another these days, my Mum and my Dad because I miss them both so much and finally my stepdaughter, Sharon, and her husband who live in South Africa.

As a kid, what did you want to be when you grew up?
Strangely enough, a dentist.

First job?
Working in medical records at a hospital.

Your idea of a perfect day alone?
In the summer, to be able to relax in the sun enjoying a beautiful view with a good book and the sound of the waves breaking on the shore in the background. In the winter, to curl up in front of a fire with some good music and a good book.

***Irene Ford** dined with IDG Chairman **Pat McGovern** at London's Ritz-Carlton in honor of her 10 years of service to the company.*

First thing you'd grab if your house were on fire
My cat Tootsie.

What disc is in your CD player right now?
A lot of smooth jazz and Rod Stewart.

Favorite movie of all time?
I have three: *Dr. Zhivago*, *E.T.* and *Casablanca*

Favorite ice cream flavor?
Cookies and Cream (but it has to be Haagen-Daz).

What book is on your nightstand?
Atonement by Ian McEwan.

If you won the lottery tomorrow, you would
Travel, travel, travel.

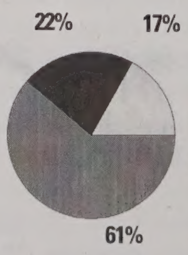
Retirement dreams?
Somewhere hot and sunny, far away from the U.K.!

Manager's profile
"Irene is always operational before 7:30 a.m. every day despite a long journey. She successfully executes on a broad range of assignments and is very receptive to change. She has a great help desk mentality and has been a terrific support to me for more than 10 years."

— Keith Henry, IDC Group VP, EMEA Sales & Marketing

Question of the Week

Of the respondents to the Dec. 16 question, "Which of the following New Year's resolutions would you be most likely to make?," 61% said lose weight, 22% said exercise and 17% said take up a new hobby or activity. No one chose "Enhance work-related skills"!



Be sure to go to www.idgworldupdate.com and choose your response to this week's question: What's your preference: stick shift, automatic, bike or foot?

and finally.

IT World Canada is the name

Please note that IT World Canada, IDG's publishing partner in Toronto, is no longer using the company's previous name in any e-mail or regular mail addresses. All references to Laurentian Technomedia should be deleted. The e-mail convention for employees follows the format of the address for President & COO **Andrew White** (awhite@itworldcanada.com).

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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Jobs proclaims 2003 as "year of notebook" at Macworld Expo

Apple Computer, Inc. plastered the streets of San Francisco earlier this month with ads for its new 17-in. PowerBook G4 laptop with the tagline "More is more." IDG World Expo, the organizers of the recent Macworld Conference & Expo, would no doubt agree. The event drew more than 90,000 attendees (up from 2002's 88,000), and 118 of the more than 3,330 exhibitors were new to the San Francisco trade show.

Show of force: some of the talented team members behind Macworld Conference & Expo (l-r): ***Jay Novack****, director of sales;* ***Stephen Athan****, senior registration manager;* ***Kate Greene****, Macworld conference manager;* ***Stephanie Merrill****, operations coordinator;* ***Brooke Selby****, director of public relations;* ***Karen Whitman****, Macworld senior operations manager;* ***Susan Celli****, Macworld sales manager; and* ***Sarah Hindmarsh****, senior marketing coordinator.*

IDG WORLD UPDATE

According to **Rob Scheschareg**, IDG World Expo vice president of sales, marketing and product development, conference pre-registration registration was 30% higher than last year's event. He attributed it to a targeted, integrated marketing campaign of direct mail and e-mail, Web promotions, and print and radio ads, as well as conference content based on attendee feedback. "It's really exciting to see a full room," he said.

The rooms were packed to overflowing for Apple CEO Steve Jobs' opening keynote — during which he called 2003 "the year of the notebook" — and for Apple co-founder Steve Wozniak, who, in his first speaking role at a Macworld Expo in several years, sat on a panel to discuss "The Move to Mac OS X" and the reasons for upgrading to the operating system. Scheschareg said for that event, which was open to all show attendees, World Expo created a 1,200-seat theater on the show floor; due to fire codes, people were still turned away.

continued on page 5

Kevin McKean named CEO, editorial director at *InfoWorld*

Now in the top spot at InfoWorld, ***Kevin McKean*** *began his IDG career in April 2000 at PC World.*

IDG last week announced that it has tapped the talents of former PC World Vice President & Editorial Director **Kevin McKean** to lead InfoWorld Media Group through its next phase of growth. In his new post of CEO & editorial director at InfoWorld, McKean will oversee management of the print publication, the company's online operations, research and events.

IDG CEO **Pat Kenealy** called McKean "the ideal executive to take the helm at InfoWorld." With more than 28 years of publishing and editorial experi-

continued on page 4

Network World, *PC World* earn honors for online efforts

Honored for their leadership in business-to-business publishing online, *Network World* and *PC World* captured five awards in the first annual *min's* Best of the Web competition.

Network World's Web site, Network World Fusion (www.nwfusion.com), won in three categories. In the b2b e-mail newsletter category, Network World Fusion won for its portfolio of 46 newsletters covering major industry and technology topics. Network World's Customer Access Management (CAM) lead generation and marketing optimization program

continued on page 4

in brief newsworthy

Network World photo shoot prop gets second use as fund raiser

A miniature house used as part of a *Network World* photo shoot ended up raising big money for a holiday fundraiser last month.

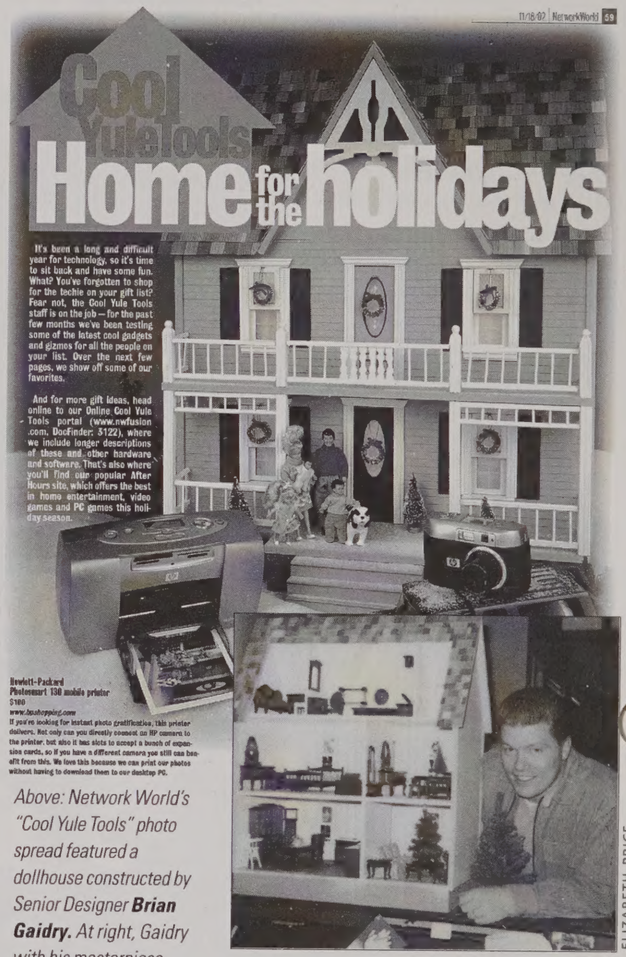
Each year the publication runs a "Cool Yule Tools" feature highlighting the latest IT gadgets and gizmos just in time for the gift-buying season. With many of the items slated for the Nov. 18, 2002, issue related to home use, the editorial staff came up with a "home for the holidays" theme. Senior Designer **Brian Gaidry** volunteered to build and furnish a dollhouse to serve as a set for the products.

Little did he know what he was getting into. "The kit was advertised as "A Mansion in Minutes" but it didn't come with very good directions!" Gaidry said. Still, with basic handyman experience, leftover paint from his own house projects, and advice from "some old ladies in the craft store aisle who told me where to get a good deal on doll furniture," Gaidry constructed a beautiful, well-appointed house. But what to do with it after the shoot?

Gaidry decided to offer the dollhouse to *Network World's* nine-member Community Service Council (CSC) for use as a possible fundraiser for a worthy cause. Copy Editor **Greg Cusack** suggested Erin's Afghans as the beneficiary, and the CSC approved. Erin, a Framingham, Mass.,-area teenager, organizes collection efforts such as those that provide clothes and toys for foster-care children and home-made afghans for terminally ill patients (see www.massyouthinaction.com).

Network World printed up raffle tickets to sell to colleagues, family and friends; Traffic Coordinator **Jami Thompson** was the lucky winner. The CSC raised $530 and *Network World* matched $500 of that for a total collection of $1,030.

Brian Gaidry may be reached at bgaidry@nww.com. WU



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Cool Yule Tools

Home for the holidays

It's been a long and difficult year for technology, so it's time to sit back and have some fun. What? You've forgotten to shop for the techie on your gift list? Fear not, the Cool Yule Tools staff is on the job — for the past few months we've been testing some of the latest cool gadgets and gizmos for all the people on your list. Over the next few pages, we show off some of our favorites.

And for more gift ideas, head online to our Online Cool Yule Tools portal (www.nwfusion.com, DocFinder: 3122), where we include longer descriptions of these and other hardware and software. That's also where you'll find our popular After Hours site, which offers the best in home entertainment, video games and PC games this holiday season.

Hewlett-Packard
Photosmart 130 mobile printer
$100
www.hpshopping.com

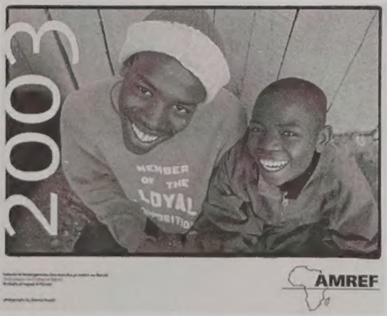
If you're looking for instant photo gratification, this printer delivers. Not only can you directly connect an HP camera to the printer, but also it has slots to accept a bunch of expansion cards, so if you have a different camera you still can benefit from this. We love this because we can print our photos without having to download them to our desktop PC.

Above: Network World's "Cool Yule Tools" photo spread featured a dollhouse constructed by Senior Designer ***Brian Gaidry.*** *At right, Gaidry with his masterpiece.*

ELIZABETH PRICE

IDG Italy uses calendar to raise funds for African relief organization

IDG Italy's third annual effort to support a calendar fundraising project for a non-profit organization benefited the African Medical and Research Foundation (AMREF). Previous projects raised money for Emergency, an Italian humanitarian association devoted to helping civilians hurt by war, especially landmine victims.



Headquartered in Nairobi, Kenya, AMREF's vision is a better quality of life for all people in Africa, in particular through improved health care to those who are disadvantaged. IDG Italy learned about the calendar through *PC World Italia* Executive Editor **Amedeo Novelli**, whose brother took the calendar's photos depicting street children from Nairobi, who are being helped by AMREF. IDG Italy staff then contacted AMREF's Italian office, and, impressed with the organization, offered to assist.

IDG Italy paid half the cost of printing 3,500 calendars that will be sold for 8 Euros (US$8.16) with all proceeds benefiting AMREF. In addition, IDG Italy promoted the calendars and information about AMREF through ads in its December and January editions of *Computerworld*, *Network World*, *Macworld* and *PC World* and on the publications' Web sites and e-newsletters.

As it has in the past, IDG Italy distributed 300 of the calendars to clients as holiday gifts. The company is credited on the back page with the line "This calendar has been produced by AMREF Italy with the support of IDG Communications Italia." "We intentionally decided not to print the IDG logo anywhere on the calendar in order to show solidarity with AMREF and not make this appear to be a company promotion," said **Sophie Pietras**, assistant to the managing director of IDG Italy.

For more information go to www.amref.org or contact Sophie Pietras at sophie_pietras@idg.it. WU

Sign up for your *World Update* PDF today!

IDG employees can receive their weekly issue in a low-res PDF format via e-mail. To request this service, send an e-mail to join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

the interview

one on one

Bob Pinchin

The managing director of IDG New Zealand is this week's guest columnist. Reach him at bob_pinchin@idg.co.nz.

> *"The really good news is that our competitors have suffered big time, and Q1 saw us record our highest ever market share at 74%, up some 14% on the same quarter for the previous year."*

IDG New Zealand at-a-glance

Year established 1986

Number of employees 64

Publications *Computerworld, PC World, Reseller News, WAM (Wireless and Mobile), Unlimited, CIO, >>FFWD*

Events Computerworld Excellence Awards, ICE Expo, CIO conferences, CIO Leaders Luncheons, The Best Places to Work seminar series, PC World Awards

Web site www.idg.net.nz

Q Can you give us a brief update on conditions in the local IT publishing market?

A The local IT market and in particular the enterprise space has been hit hard over the last 18 months. There has been much downsizing amongst the major vendors and a significant reduction in their marketing expenditures. As New Zealand is a small country, it is one of the first to suffer when budgets are cut. As a result, we have seen no activity from many of the major players in recent times. For example, IBM was dark for the whole of 2002 and this will not change this year. As these decisions are often made overseas, there is limited direct influence we can bring. However, we remain exceedingly close to these clients on a local level.

It has been a really tough quarter for *Computerworld* and *CIO*. Elsewhere, we are having major success with *Unlimited*, which will have a record quarter, and very solid performances from *PC World* and *Reseller News*. The really good news is that our competitors have suffered big time, and Q1 saw us record our highest ever market share at 74%, up some 14% on the same quarter for the previous year. We are in a superb position to take advantage when the market turns. We have already said goodbye to the only competitor to *Computerworld* and now have the one competitor for *CIO — MIS Magazine* — in the enterprise space firmly in our sight.

Q What is the secret to *Unlimited*'s success?

A *Unlimited* is different from just about any other IDG title around the world. *Unlimited* is about "business with imagination." It celebrates success and recognizes that business today is all about people. As a result it is aimed at people with a dynamic, forward-thinking mindset and doesn't target a specific job title. Its readers are people who embrace change. Other business titles remain focused on the old way of doing business, targeting senior managers who can be a barrier to change.

Unlimited is a huge success and, thanks to the brilliant team that works on it, has scooped numerous awards over the last few years and has blown all the other monthly business titles out of the water. We are now in a position to start extending the brand and have a number of projects in the pipeline.

Q Why did you decide to launch *>>FFWD* in this economic climate?

A The logic behind launching *>>FFWD* (*Fast Forward*) was simple: we saw a gap in the market that wasn't being exploited. In regard to launching in tough times, it's often the best time to launch as your competitors are at their weakest and most vulnerable. In a country the size of New Zealand, we have to actively look for new opportunities outside the core IT sector. *>>FFWD* is focused on the home entertainment market and is complementary to our existing titles. The publication is already proving a hit, having exceeded budget for its first two issues.

Q Are you embarking on any initiatives to generate new revenue streams?

A We are continuously evaluating new opportunities. Our general rule of thumb is to ensure we have the advertiser support before launching anything new in print. This way, we cut down on the risk and hit the deck running. Within the IT sector we are currently looking at the possibility of something in the developer space as well as a mobile technology title.

A recent example of this philosophy was the launch of our *BioTech* supplement in *Unlimited*. Three core sponsors were signed up before we pushed the button. Our plan is to continue to publish *Unlimited BioTech* as a supplement through this fiscal year. Long term, we plan to make it a stand-alone book.

We are currently in the process of dipping our toe in the water with contract publishing. We have some exciting avenues to explore, the first one of which is to potentially produce a one-off publication for Vodafone in March. But the real opportunities exist primarily outside the IT sector as this market is not well served. We have a number of hugely talented people here who will allow us to deliver very dynamic custom publications.

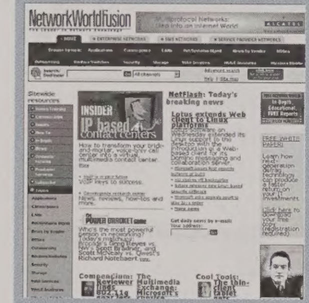
Q How alike or different are the Australian and New Zealand IT markets?

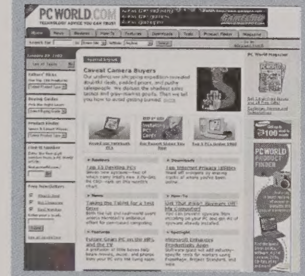
A The difference between Australia and New Zealand is probably similar to the difference between the U.S. and Canada. Many of the marketing decisions that affect New Zealand are made in Australia. That said, the two economies operate quite independently and have different dynamics. Our sales team has to spend a considerable amount of time in educating Australian-based marketers on the differences between the two countries. We carry little editorial from Australia as it has limited relevance to our readers. We have a great relationship with IDG Australia, and I'm personally in regular contact with [Managing Director] **Don Kennedy**, who has been a great help since I took over in the role. We will continue to explore trans-Tasman opportunities that will help us leverage the strong position that we both enjoy in our respective markets.

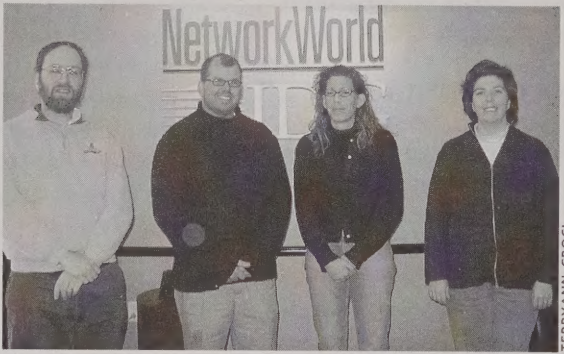
Online honors

continued from page 1

IDG sites cited


NetworkWorldFusion
INSIDER IP based contact centers
NetFlash: Today's breaking news
Lotus extends Web client to Linux platform





Network World Fusion's editorial team includes (l-r): **Adam Gaffin**, executive editor, online; **Chris Cormier**, Web producer; **Sheryl Hodge**, online copy chief and **Melissa Shaw**, managing editor. Not pictured: **Jeff Caruso**, managing editor, online news.

TERRYANN CROCI

Front row (l-r): former PCW VP/Editorial Director **Kevin McKean**; Associate Art Director Online **Pierre Granier**. Back row: General Manager, PCWorld.com **Ulla McGee**; Executive Producer **Andrew Eisner**; Online Indexer **David Lake** and Creative Director **Robert Kanes**.

IDG WORLD UPDATE

took top prize in the b2b Ad Presentation category, which recognizes a site's ability to serve effective ad messages and offer advertisers unique selling platforms. Network World Fusion also earned an honorable mention for b2b editorial excellence, honoring the sites with the highest quality content delivered in the most user-friendly and functional ways.

PC World's Web site (www.pcworld.com) earned honors in two categories. In the b2b application of e-commerce category, *PC World* won for its PC World Product Finder. Product Finder was also awarded an honorable mention for b2b design.

"All of min's picks showed an extraordinary understanding of how the Web's three i's — immediacy, intimacy and interactivity — can do more than extend a publishing brand in cyberspace," said Steve Smith, new media editor of *min* and *min's b2b*.

min's Best of the Web Awards are sponsored by *min* and *min's b2b* and produced by PBI Media, LLC. Awards are presented in 13 categories including ad presentation, application of e-commerce, e-mail newsletter, integration with print, online community, photo galleries, premium site, companion site, design, editorial excellence, most effective newsstand, new media team and uses of interactivity. Announcements of the 2002 awards appear in min, *min magazine*, *min's b2b* and at www.minonline.com.

The 2003 awards program will begin in the spring. For more information contact Diane Schwartz at dschwartz@pbimedia.com or visit www.minonline.com. WU

McKean

continued from page 1

ence, "Kevin brings amazing industry knowledge and publishing expertise to InfoWorld," Kenealy said. "Kevin has an exciting vision for InfoWorld, and I look forward to watching him and the InfoWorld team implement his plan."

Calling it a "great privilege to join InfoWorld" McKean said that the company is entering a "time of transformation that includes some very exciting opportunities."

McKean originally joined IDG as vice president & editorial director at PC World in April 2000. Under his direction, both the publication and the Web site have undergone complete redesigns. He also oversaw the introduction of Product Finder, an online database of more than 140,000 computer and consumer electronics products that is now a part of PCWorld.com and which, earlier this month, was named a winner in *min*'s first annual Best of the Web competition (see story page 1).

PC World won a number of awards during 2001, including two Neal Awards from American Business Media; five Maggie Awards from the Western Publications Association; and seven national awards from the American Society of Business Publication Editors.

"I'm thrilled that Kevin has been chosen for this important opportunity," said PC World President & CEO **Jeff Edman**. "Kevin has done excellent work here at PC World and will certainly bring the same energy, enthusiasm and talent that he showed here over to InfoWorld."

Noting that the talent pool in *PC World*'s editorial department is deep, Edman said that there are no plans at the moment to fill McKean's position.

Prior to joining *PC World*, McKean was executive editor at Forbes.com. WU

For more on InfoWorld CEO & Editorial Director **Kevin McKean**'s career background, see IDG World Update Online (www.idgworldupdate.com).

January 27, 2003

Associate Publisher (CWI)

The Associate Publisher will report to the President and be responsible for developing, directing and communicating all national advertising sales and marketing strategies and achieving overall sales revenue objectives. The Associate Publisher will lead the sales team, manage department resources-including staff and budgets-and provide leadership in building and maintaining working relationships inside and outside the company. Candidates will have broad sales, marketing, editorial, circulation and production experience across many market categories, technology, professional services, business to business and online. Ten years sales management experience and successful track record of growing revenue in an IT publishing capacity is required. Candidates must possess comprehensive knowledge of the high tech market, extensive contacts in both IT ad agency and IT vendor accounts, excellent communication skills to motivate a sales team, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients.

Location: Preferred Framingham, MA

Contact: S. Brown, Email: susan_brown@idg.com

Online Sales Associate (CWI)

Computerworld's on-line team is seeking a responsible, organized Sales Associate. In this position you will develop relationships with and provide quality customer service to on-line advertising customers. Responsibilities will include working with the on-line sales team to develop RFP responses, following up with customers regarding advertising materials and insertion orders, receiving banner advertisements and coordinating with on-line production group for posting of materials. In addition, you will review traffic data for integrity, ensure billing system is generating accurate client bills and provide weekly on-line forecast reports. You will collaborate with all sales representatives to incorporate on-line advertising in customers' media schedules and purchasing plans and maintain availability of all on-line opportunities. You will also act as a liaison with the Marketing department to coordinate On-Line Marketing initiatives. This position requires strong attention to detail and excellent follow-up skills. Excellent computer, communication and organizational skills and the ability to operate in a fast paced environment are a must. Some knowledge of on-line advertising is desirable. ***Location: Framingham – MA***

Contact: jobs@computerworld.com

Senior Account Executive (IDC)

The Senior Account Executive is a quota-carrying outside sales position with responsibility to acquire financial institutions (Money Center Banks, Investment Banks, Commercial Banks, Brokerages, Retail Banks, Insurance companies, and Venture Capital firms) in the Eastern half of the United States, Bermuda and Puerto Rico. The successful candidate will have a proven track record of new account financial technology-related sales with strong, leverageable relationships. He/she will have appropriate contacts and experience in the designated territory (with a strong preference for the New York City area). The successful candidate must also be able to "speak the language" of IT as it pertains to Capital Markets, Corporate Banking and Retail Financial Services. This position requires a Bachelor's degree and at least five years of selling and quota-carrying experience. The position will report to the Vice President of Sales for Financial Insights (an IDC Company), based in Framingham, MA. Depending on the physical location of the person hired (e.g., New York City or elsewhere), overnight travel will range from 20% to 60%. ***Location: Framingham – MA***

Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Sales Associate (IFW)

InfoWorld Media Group seeks an independent, self-starter to provide multi-functional support to the Regional Sales Manager. Working as a vital part of the Western Regional Sales team, you will generate and update sales/client files, provide ongoing customer service to clients, facilitate ad production, help prepare sales presentations and provide general administrative office support. In this fast-paced competitive environment, flexibility, a dedication to "service excellence", strong written and verbal communication skills and a passion for learning are essential. Requires minimum 2 years business experience. Candidates should be PC proficient with MS Word, Excel, PowerPoint, have a strong understanding of the Internet and be able to manage multiple tasks. ***Location: San Francisco – CA***

Contact: Email: resumes@infoworld.com

Database Support Specialist (NWI)

We are seeking a customer focused, team oriented individual who enjoys both working with technology and supporting business operations. This individual's primary responsibility is to work directly with our Print, Online, Events and CAG teams to create targeted promotional email lists and manage their deliveries. In addition, the candidate will provide operational support for our data warehouse applications (analytical reporting) and our email list management system. Primary responsibilities will be rotated on a scheduled basis to provide the individual with cross training and career development opportunities. 1-3 years experience with MS-SQL server, and TSQL. Good sense of humor is a plus. ***Location: Southborough – MA***

Contact: Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Macworld magazine Best of Show Awards honor innovation

During the recent Macworld Conference & Expo, *Macworld* magazine announced the winners of its Best of Show Awards for the most exciting hardware and software products shown at Macworld. Macworld.com and MacCentral.com Editor/online **Jim Dalrymple** presented the awards.

Among the winners were the following:

- Apple Computer, Inc.'s 12-in. and 17-in. PowerBook G4.
- Pixion PictureTalk 4.0 Web conferencing software.
- DigiDesign Inc. Pro Tools 6.0 audio recording, editing and mixing software for Mac OS X.
- Apple's AirPort Extreme wireless networking technology.
- MacSoft Unreal Tournament 2003 three-dimensional action game.
- Hewlett-Packard Co.'s 6127 color inkjet printer.

"The products released at Macworld Expo show the continued ingenuity and commitment of developers on the Macintosh platform," Dalrymple said.

For more information, go to http://maccentral.macworld.com/news/0301/09.bestofshow.php.

Macworld

continued from page 1

"We were very excited that Steve Wozniak and other industry greats gathered on stage for this presentation," said IDG World Expo President & CEO **Charlie Greco**. "It's an extraordinarily historic event for Macworld to host Steve Jobs in the morning and Steve Wozniak in the afternoon. As the largest event serving the Mac community, we're trying to offer the best education possible but also make it entertaining. This lineup accomplished both."

Also new to the Macworld Expo was the MacBrainiac Challenge, hosted by noted Macintosh author and former *Macworld* columnist David Pogue (see sidebar below). The game show-style event pitted two teams of Mac luminaries against one another in a trivia contest, as well as performing technology challenges. Two volunteers from the audience were chosen to join either the "Mad Dogcows" or "X.F.L." ("Xcuses From Lawyers"). The Mad Dogcows' roster included *Macworld* Contributing Editor **Ted Landau**, while fellow *Macworld* Contributing Editor **Christopher Breen** and *Macworld* Columnist **Andy Ihnatko** were on the X.F.L. team, which ultimately won the Challenge. (Seen on the leg of a Challenge audience member: a tattoo of the Apple logo, the old rainbow one.)

18 years of Macworld Expo

Launched in 1985 in San Francisco and held twice a year, Macworld Conference & Expo San Francisco 2003 was the 37th edition of the event in North America. Macworld Expo has been held in San Francisco, Boston, New York City, Washington, D.C., and Toronto and drawn 2,079,538 attendees from more than 100 countries.

Also new to the San Francisco trade show were the Hands-on Mac Labs and the Final Cut Pro User Group Theater. The labs were hosted by experts in their field of Apple tools and gave Mac users (who had to bring their own laptops to work on) first-hand experience in such areas as PDF production and wireless networks. In the Final Cut Theatre attendees could watch films made using Final Cut Pro, Apple's video production program, that were contributed by various Macintosh user groups and meet with the filmmakers.

As they have at previous Macworld Expos, volunteers from the Macintosh User Group community provided guide services during the event, including daily formal guided tours of the show floor. Guides were also available to assist individual attendees in locating exhibitors, products, services and resources. Nearly 1,800 expo attendees took advantage of the guides' services. Guides receive complimentary expo badges so they can take in the show as well.

"The value user groups deliver to the Mac community cannot be overstated," Scheschareg said. "We're sure that these user group activities add even more energy to Macworld."

The next Macworld Expo will be held July 14-18 at The Javits Center in New York City. Regarding the show's return to Boston in 2004 Scheschareg said, "We continue to have ongoing discussions with Apple about the company's participation in upcoming Macworld events. Since Apple focuses on one event at a time, we anticipate that we will have information about Apple's role closer to the time of the event. No matter what, Macworld Conference & Expo is coming to Boston in 2004, and we're thrilled to bring it home to where it began on the East Coast."

For more information contact **Brooke Selby** at brooke_selby@idg.com. WU

Are you a MacBrainiac?

Think you know the Mac industry? Here are five questions from the MacBrainiac Challenge held at the recent Macworld Expo in San Francisco.

1. What is Steve Jobs' middle name?
2. Who are Paul and Clara?
3. What was the code name for Mac OS 8?
4. What were the memory requirements for System 7?
5. What Apple product was code named "Harmony"?

Answers: 1-Paul; 2-Steve Jobs' adoptive parents; 3-Tempo; 4-2MB; 5-System 7.6

ASPYR
Mac Bowl
Date: January 9, 2003
Pay to the order of: Charles Drew Elementary School
$ 15,500.00
Fifteen Thousand, Five Hundred Dollars (in cash, hardware, and software)
Memo: Making a Difference.....

SHARON CORDESSE

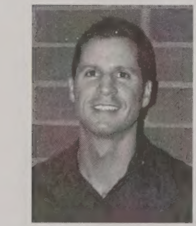
There were no losers at MacBowl, only winners amid the tenpins. Sponsored by Macworld magazine and Aspyr Media during Macworld Expo, the third annual charity bowling event drew nine exhibitor teams, including ones from Apple Computer, Inc. and Microsoft Corp., for an evening of camaraderie and speed bowling (five players on each team had three 45-minute periods to play as many frames as possible). MacBowl raised $15,500 in computer equipment and cash for a San Francisco elementary school. Aspyr Media President Michael Rogers (l) and Macworld Publisher ***Steve Plevin*** *(r) presented a check to Elisa Julao, computer administrator of the Charles Drew Elementary School, and the 2003 MacBowl trophy to Team Microsoft.*

noteworthy people

Lunsford

Seff

Schmeiser


Moreau

Jenkins

Percival

WORLD UPDATE PHOTOS

Promotions

Macworld Associate Editors **Kelly Lunsford** and **Jonathan Seff** have each been promoted to senior associate editor. "Kelly and Jon have done an excellent job in *Macworld*'s Features department," said Editor-in-chief **Rick LePage**, "shepherding difficult features and compelling how-to's on tight deadlines, with great attitudes and the perspective that helps us shape *Macworld* for our readers."

After leading Mac Publishing's online sites into the 21st century as the primary editorial lead for implementing the Bricolage content management system, Macworld.com Executive Editor **Lisa Schmeiser** is turning her talents to the print world as *Macworld* senior associate editor. "We're very happy (and lucky) to be able to keep her with us," Rick LePage said.

New employees

IDG World Expo Sales Manager **Ron Moreau** was previously business development manager at the Center for Business Intelligence. He has a B.S. in marketing/management from Bentley College in Waltham, Mass. A competitive runner, Ron has completed the Boston Marathon three times.

Also at World Expo, **Derek Jenkins** has signed on as sales manager for COMNET. He was previously with Key3Media Group as sales manager for Comdex. He has a B.S. in aviation management and technology from Bridgewater (Mass.) State College and enjoys hockey, golf, skiing and landscaping.

Susanne Gurman, IDG World Expo's new marketing coordinator for BioITWorld Conference & Expo, was most recently the event marketing specialist for Thompson Financial. She has a B.A. in political science from the University of Massachusetts at Amherst. Outside the office she enjoys going to new restaurants, reading and spending time with her nieces and nephews.

Miami-based IDC Latin America has hired **Darren Ware** as a software research analyst. He was previously a carrier account manager with XO Communications. Darren has a B.A. in Spanish with a minor in business and an M.A. in international business studies with a focus on marketing and Portuguese from the University of South Carolina. At home, his life revolves around his one-year-old son Carson.

Nils Molin joins IDC Sweden as senior research analyst, coming from an analyst role at Erik Penser Securities. Earlier, he worked for IBM in Hardware, Software and Services for 12 years in a variety of sales and management roles. He holds an M.B.A. from Handels-högskolan in Stockholm and enjoys golf, chess, Alpine skiing, and his "fantastic" wine cellar.

Previously a marketing administrator with Barabbas Publishing, **Agata Joseph** joins Network World's Paramus, N.J., sales office as a sales associate. She holds a B.A. in marketing and management from the Warsaw (Poland) School of Economics and enjoys music, travel and time spent with her two-year-old daughter.

Group Operations Manager **Greta Williams** joins IDC's Financial Insights group (formerly Meridien Research) in Framingham, Mass., coming from Financial Fusion where she was an executive administrative assistant. She holds a B.S. in medical anthropology from the University of Massachusetts/Amherst and is currently studying acupuncture at the New England School of Acupuncture. Away from the office she enjoys traveling and outdoor activities including biking, swimming and snowshoeing.

Janelle Phillips, previously a senior relationship manager at Thomson Financial, joins Financial Insights as a global strategic relationship manager. She has a B.S. in management and marketing from California State University at Long Beach and an M.B.A. from Simmons College in Boston.

IDC Indonesia has hired **Willy Hendrayudo** as an analyst studying the PC, monitor and scanner markets. He was previously a marketing research associate with Globalindo Nusantara Mandiri. He holds a B.A. in management marketing from the University of Trisakti in Jakarta and an MBA from the University of Technology in Sydney. Outside the office he enjoys designing and building Web sites.

Returning employees

Nancy Percival is returning to IDG as director of recruitment advertising, sales and marketing at IT Careers. ITCareers, a centralized sales group that sells recruitment advertising in *Computerworld*, *InfoWorld* and *Network World*, has relocated to Framingham, Mass. Nancy will report to **Martin Taylor**, interim president of Computerworld, and the Enterprise Management Group board members. For the past two years, Nancy has served as managing director of JWT Specialized Communications, a division of J. Walter Thompson. Previously, she spent 15 years at *Computerworld* selling recruitment advertising. When not working, Nancy spends most winter weekends on the ski slopes with her husband and son.

Sales, editorial job openings in Dubai

Looking to experience a new culture? IDG's publishing licensee in Dubai, United Arab Emirates, seeks IT journalists and salespeople who are fluent in English for CPI's three IT titles: *Computer News Middle East*, *Network World Middle East* and *Reseller World Middle East*. Dubai is a tax-free environment; CPI salaries are commensurate with experience. For more information contact Publisher **Dominic De Sousa** at dom@emirates.net.ae.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Joanne Oteri *Computerworld*

23

Klemens Paunert *IDG Germany*

21

Renee Pierce *IDG*

20

Beverly Wolff *Computerworld*

Wolff

19

Lee Doyle *IDC*
Mark Winther *IDC*
Donna Sparrow *IDC*

18

Paul Bonarrigo *Mac Publishing*

16

Claudette Sears *IDG Research*
eronique Arene *IDG France*
Christian Le Gall *IDG France*

15

Katalin Kopácsi *IDG Hungary*
Deborah Vozikis *Network World*
Christina Guio *InfoWorld*
Michelle Criscenzo *IDC*

14

Amy Hanania *IDG*
Miriam Karlin *IDG*
Zsóka Egyed *IDG Hungary*

13

Ingela Meerburg *IDG Sweden*
Seanna Maguire *IDG Research*
Imre Birkus *IDG Hungary*
Benjamin Barbante *InfoWorld*
Amanda Patrick *IDG Australia*
Francis Mao *GamePro*

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Peter Wiklund *IDG Sweden*
Jörgen Bergfors *IDG Sweden*
Tomas Zirn *IDG Sweden*
Gary Koch *IDC Hong Kong*
tr Kubat *IDG Czech*
David Cobb *PC World*

11

Anna Baranyi *IDG Hungary*
Harry McCracken *PC World*

10

Fiona MacRae *IDC U.K.*
Randi Siegal *IDC*
Laura Nurzynski *IDC*
Shane Rau *IDC*

9

Peter Jidesten *IDG Sweden*
Cathy Garland *IDG*
Gregory Morgan *Network World*
Max Fuller *IDG Australia*
Edyta Bajorek *IDG Poland*

8

Mats Lövgren *IDG Sweden*
Harald Fragner *IDG Sweden*
Yvonne Nyman *IDG Sweden*
Richard Bailey *IDG U.K.*

7

Anders Danielsson *IDG Sweden*
Cecilia Larsson *IDG Sweden*
Melissa McCleey *Computerworld*
Kiyoshi Suzuki *IDC Japan*
Dan Chupka *Bio•IT World*
Susan Waring *IDG World Expo*
Mary Steeves *IDC*
Johann Armand *IDG France*
Jean-Francois Macanda *IDG France*

6

Henrik Sorin *IDG Sweden*
Carlos Cid *IDG Spain*
Roger Kay *IDC*
Susan Watson *CXO Media*
Lindsay Young *GamePro*

5

Carina Johansson *IDG Sweden*
Karin Lindströom *IDG Sweden*
Manuel Pastor *IDG Spain*
Nadia Krusteva *IDG Bulgaria*
Yuko Shirai *IDC Japan*
Jozsef Samu *IDG Hungary*
Baiju Nakarja *IDC U.K.*
Christopher Murphy *IDC*
Kelly Clarke *IDC*
Elisa Van Dam *IDC*
Vaclav Maletinsky *IDG Czech*
Ron Neal *Mac Publishing*
Ronda Bittner *Mac Publishing*
Mike Barbato *CXO Media*
Josepha Jobe *IDG France*

4

Jenny Törnberg *IDG Sweden*
Ulrika Halvarsson *IDG Sweden*
Daniel Sjöholm *IDG Sweden*
Sandra Strehle *IDG Germany*
Jonathan Holmes *IDC U.K.*
Sam Martin *IDC U.K.*
Julie Bort *Network World*
Paul Johnson *IDC*
Morris Edwards *IDC*
Michelle Berube *IDC*
Michal Bares *IDG Czech*
Jana Pelikanova *IDG Czech*
Tracy Yee *PC World*
Michel Crestin *IDG France*

3

Paula Lembke *IDG Sweden*
Johan Isaksson *IDG Sweden*
Katarina Svensson *IDG Sweden*
Johan Kappel *IDG Sweden*
Lina Otterdahl *IDG Sweden*
Mats Westin *IDG Sweden*
Stefan Andersson *IDG Sweden*
Ulrika Ullman *IDG Sweden*
Shirley Chua *IDC Singapore*
Brooke Galloway *IDC Australia*
Dorothy Yang *IDC China*
Sachiko Nishihara *IDG Japan*
Jaime Lysik *Accela Communications*
Thomas Rotter *IDG Germany*
Jennifer Jagdat *IT World Canada*
Susan Celli *IDG World Expo*
Debbie Downey *IDG Communications*
Alexis Barrera *IDG Global Communications*
Heather Taini *IDG Global Communications*
Sladin Nan *IDG Global Communications*
Matthew Eastwood *IDC*
James O'Brien *IDC*
Jonathan Gaw *IDC*
Andrea Siegel *IDC*
Allen Liebovitch *IDC*
Margaret Follmer *IDC*
Marc Hirsch *IDC*
Cindy Crow *PC World*
Lisa Huck *PC World*
Lisa Iozzia-Lyubimov *PC World*
Franck Zamora *Mac Publishing*
Chris Bramel *CXO Media*
Mary Gregory *CXO Media*
Sophie Boddell *IDG France*
Claudio de Almeida *IDC Brazil*
João Bustamante *IDC Brazil*

2

Carl Löfgren *IDG Sweden*
Johan Wikberg *IDG Sweden*
Therese Sundström *IDG Sweden*
Ann Blomqvist *IDG Sweden*
Mikael Nyberg *IDG Sweden*
Martin Ekman *IDG Sweden*
Shari Redan *Computerworld*
Nanette Jurgelewicz *Computerworld*
Kazuo Aida *IDC Japan*
Chen Lin Hu *IDC Japan*
Jason Bremmer *IDC Canada*
Bernadett Papp *IDC Hungary*
Ed Pierce *Accela Communications*
Beth Wickenhiser *IDG World Expo*
Dorota Chrisp *IDC U.K.*
Puneet Narang *Network World*
Kristina Raben *IDG Research*
Jennifer Guevin *IDG Global Communications*
Shiv Bakhshi *IDC*
Michele Rosen *IDC*
Max Flisi *IDC*
Lisa Giberti *IDC*
Coleman Jolley *IDC*
Songtao Lu *IDC*
Karen Mosher *IDC*
Ai Collins *CXO Media*
Eleine Belávàry *IDC Brazil*
José da Motta *IDC Brazil*

Flisi

1

Bunlarp Larsen *IDG Denmark*
Jens Bertelsen *IDG Denmark*
Angeles Rodriguez *IDG Spain*
Ekaterini Varmazis *Bio•IT World*
Mark Gabrenya *Bio•IT World*
Salvatore Salamon *Bio•IT World*
Jessica Passaro *IDG Australia*
Melissa Trudwger *IDG Australia*
Milada Kabanjiova *IDG Czech*
José Mavignier *IDC Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **David Linsalata** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* sport safes.

Honorable mentions

"It came with Dell's 'pay now, pray later' service protection plan."
Morris Effron *IDG International Publishing Services*

"So this is idc.com's new 'targeted' search feature?"
Danielle Dion *IDC*

"I don't normally keep Internet company tchotchkes, but they said there's a curse if you throw this one away."
Malcolm Maclachlan *IDC*

"He pretends Java is his homeland and must be liberated from the box beneath him."
Eric Domage *Réseaux & Télécoms*

"...the good news is, no more blue screen of death."
John Gomez *GamePro*

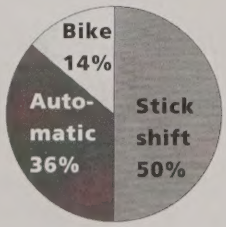
"Here is the new anti-virus corporate wants to implement."
Mike Barbato *CXO Media*

"Instead of paying for one of those expensive intrusion detection systems, I thought I would first try out my own hacker."
Rich Green *IDG List Services*

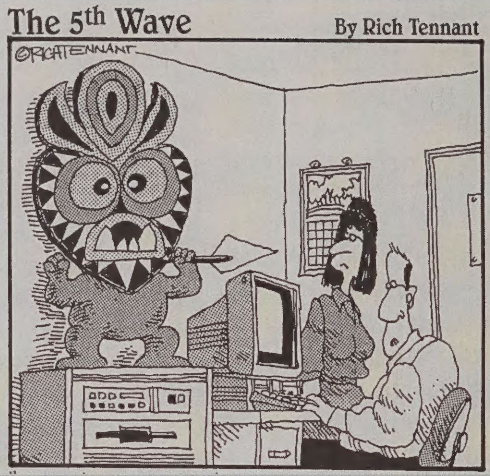
"So this is what you get from monster.com!"
Amy Bibace-Smith *IDC*

Question of the week

Faced with an array of transportation options, respondents to last week's question ("What's your preference?") favored "stick shift," with "automatic" slightly behind and "bike" a distant third. "Walk" didn't even garner a vote!



Don't forget to log onto www.idgworldupdate.com for this week's question:
How much of the Super Bowl did you watch? Most of it, some of it, halftime show, couldn't care less!



"Him? He's a new hire. We send him out to users who forget their passwords. They usually don't forget again."
David Linsalata *IDC*

While Doris worked 60-hour weeks to avoid the axe, Marty — who never missed an episode of "Survivor" — simply constructed his own immunity idol and departed nonchalantly at 5:00 each night.
Chris Hart *IDC*

"The screensaver works when your computer sits idle, not with an idol."
Don Botts *IDG International Publishing Services*

Rich Tennant's original

"I'm not saying I believe in anything. All I know is since it's been there, our server is running 50% faster."

dithering feathering tweening ripper wavelet PKZIP tar

scatternet bloatware link farming choke packet vortal bubblesort

unpack DAM Qubit BLOB trigger big-ender zombie leaf heap kludge

Define IT

InfoWorld's **Cathleen Moore** submitted this month's winning wacky definition for "transient cookie":

"It's that one cookie of the dozen in the office kitchen that is not taken whole, but broken in bits and shared among those cube dwellers who are watching their figure, too full from lunch, just need a bite, or don't really like sweets except a tiny smidge right now. The barely visible crumbs from that transient cookie travel far and wide, leaving sprinkles of dust across numerous fingers, random keyboards, into shirt pockets and in the crevasses of the conference room speakerphone."

Moore will receive a $50 American Express gift check. Another $50 AMEX check awaits the creative author of the funniest fake definition for this week's IT word:

bloatware

Send your entries to world_update@idg.com by **Feb. 18.**

DoCoMo bump mapping Web clipping memory effect

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Shelley Dunn *IDG World Expo*
Lisa Thompson *Network World*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDC's Financial Insights unit targets end users in financial services industry

IDC last month fired the first salvo in its campaign to penetrate the end-user research services business with the launch of Financial Insights. The new business unit will provide technology research and analysis to the financial services industry including banks, credit card companies, eTrading institutions and asset management firms.

JUDY KITTREDGE

Financial Insights COO ***Michon Schenck*** *(behind cake), Meridien Research co-founders* ***Bill Bradway*** *(to Michon's right) and* ***Deborah Williams*** *(third from right in front) and the rest of the Financial Insights team prepare to cut the cake celebrating the official launch of the company last month. Front row (l-r):* ***Ian Rubin, Maggie Scarborough,*** *Bradway, Schenck,* ***Jeanne Capachin,*** *Williams,* ***Deborah Stark*** *and* ***Gordon Sims.*** *Back row (l-r):* ***Shaw Lively, Dennis Behrman, Peter Keppler, James Beams, Richard Bell, Karen Holt, Gene Kim, Thomas Richards, Tricia Henderson, Damon Kovelsky, Bill Clark*** *and* ***Brien Henderson.*** *Missing from photo:* ***Janelle Phillips, Aaron McPherson*** *and* ***Greta Williams.***

The Framingham, Mass.-based company was formed by combining Meridien Research, which IDC purchased in late October 2002 (see *IDG World Update*, Nov. 11, 2002), with the company's existing Financial Services Advisory (FSA) group. Led by Chief Operating Officer **Michon Schenck**, Financial Insights focuses on three core areas: retail financial services, capital markets and corporate banking.

Schenck, who joined IDC in September 2002, and other members of her top management team, which includes Meridien co-founders **Bill Bradway** and **Deborah Williams**, have spent the past three months integrating IDC's FSA group with Meridien, ranked eighth in the global financial services business by British Consulting group Raven-shaw & Associates with 4% of the total worldwide market.

"We've gained unbelievable momentum in the market in just our first quarter," Schenck said. "In under three months, we successfully acquired Meridien Re-

continued on page 5

Revitalized IS Council set to tackle technology issues facing IDG units worldwide

Calling all international IT directors

Here's your chance to be informed about upcoming regional IT meetings and included on various survey questions regarding IDG's IT needs and services. Send your name, title, business unit, e-mail address, phone and fax numbers to IDG Corporate Services Group IS Director **Nancy Newkirk** at nancy_newkirk@idg.com.

Heralding what promises to be a new era for global collaboration and infrastructure development, 22 IDG IS representatives convened in Framingham, Mass., in December to brainstorm how IDG's IT departments can achieve operational excellence. Spearheaded by IDG Corporate Services Group IS Director **Nancy Newkirk**, the meeting attracted attendees from every major U.S. business unit and four international offices (IDG Germany, IDG Global Solutions/EMEA, IDG New Zealand and IDG Sweden).

The two-day meeting came about after IDG CEO **Pat Kenealy** asked Newkirk if IDG had a vehicle for making global IT decisions. "We had the IS Council [composed of the lead IT person at each U.S. business unit and one IT person at IDG Denmark] but it wasn't very international and hadn't met in several years" because of budget cuts, she said. "Pat asked me to pull together a meeting with more global representatives and to come up with a list of three to five technology areas in which IDG should be investing" regarding back office/business processes areas such as Virtual Private Networks, Notes upgrades, Blackberry technology, security systems and backup systems.

To jumpstart the discussion, attendees had to answer three questions in advance of the meeting, listing the three top technology areas IDG should be investing in, the top three areas IDG could benefit from in terms of economies of scale, and the three areas in which their own business unit needed to make improvements. Newkirk waded through all the

continued on page 4

in brief newsworthy

German IT decision makers flock to *Computerwoche*'s IT Meets Business

More than 200 enthusiastic participants gathered in Munich to swap strategies for the future at *Computerwoche*'s recent IT Meets Business event.

The IT Meets Business convention, now in its fourth year, has become a must-attend event for Germany's top IT decision makers and C-level business executives, one that is unique in Germany in bringing together vendors, users and consultants from a variety of industries. This year attendees took a comprehensive, analytical look at the market, the economic conditions that might be expected in the coming year, ways to deal with them and the technologies available to help.

(L-R): Computerwoche Editor-in-chief **Christoph Witte,** Sun Microsys-tems GmbH's Frank Issing, and Giga Information Group's Jost Hoppermann.

"The importance of cooperation between IT and business management has increased as a result of the difficult economic situation," said *Computerwoche* Publisher **Karin Giffhorn**. "Despite the current crisis in the IT industry, lasting business success today is unthinkable without IT. IT Meets Business' interactive, roundtable concept encourages participants to present their IT developments and embrace the strategies of tomorrow."

Participants praised the practical relevance of the event (which has no exposition component), noting that the various speakers offered both practical information and advice that could be implemented in a corporate setting right now as well as an encouraging look at the future of IT and business that helped put the current economy in perspective. Agenda topics included the role of standardized software, Web services' use in collaborative business and closing the intelligence gap.

Johann Löhn, government officer for technology transfer in the state of Baden-Württemberg and chairman of the Steinbeis Foundation, said that IT is still at the top of the growth industry list, while conference speaker Helmut Schulte-Croonenberg, A.T. Kearney VP, said, "If we abandon all optimism, we can hardly expect people to want to invest in Germany."

Computerwoche used the profitable two-day IT Meets Business event to present its 2002 User of the Year award for the best German IT project. Out of 43 entrants, this year's winner was DHL Worldwide Express for a business intelligence project developed in-house. Four other finalists included the German automobile club ADAC, Citibank's IT team, Dresdner Bank and Start Amadeus, an information and booking service for travel agents.

Candidate projects were judged by a panel of five German IT analysts and professionals according to usefulness, innovation, costs, user orientation, project management quality, future use and application of the experience gained with the project.

For more information contact **Petra Mühleck** at pmuehleck @computerwoche.de. WU

PC World East Africa runner up in Best IT Magazine competition

(L-R): **Boris Wainaina**, circulation; **Isaac Karuga**; Advertising; **Marie-Anne Kinyanjui** , editor; **Charles Musyoka**, production; and **Bobby Gadhia**, publisher.

PC World East Africa earned second place honors in last month's Best IT Magazine awards competition, sponsored by the Computer Society of Kenya. Honored for its in-depth, concise coverage of the East African information, communication and technology sector, *PC World East Africa* is published by Personal Computer World Ltd., IDG's Nairobi-based partner since 1999.

"Although we came in second, I see the award as confirmation of our outstanding position in the East African ICT market," said Publisher **Bobby Gadhia**. "I am sure that next year we will reassert ourselves as the best IT publication in East Africa." Last year, *PC World East Africa* took home the top prize in the competition.

Helping to boost newsstand sales of *PC World East Africa* is the addition, since November, of a free CD-ROM on its cover. *PC World* is the first publication in the East Africa region to include a CD, and the move is creating quite a stir and increased activity at the newsstand, according to Gadhia. The CD includes interactive presentations and trial programs from local vendors. A questionnaire included on the CD has elicited very positive feedback from readers.

PC World East Africa has a monthly circulation of 5,000 and is distributed in Kenya, Tanzania and Uganda. Subscriptions account for 55% of its circulation with newsstand and controlled circulation copies accounting for roughly equal shares of the remainder.

For more information, contact Bobby Gadhia at pcworld@ nbi.ispkenya.com. WU

news service know-how

New service lets users get breaking news

The IDG News Service has just added a new feature to its web site at www.idgns.com that is designed to serve editors, reporters and other IDG employees who want to be made aware of news stories as soon as they break. By visiting the site and clicking on "News Alerts" (shown in a list under "Info services") users can set up a subscription that will send them news stories via e-mail the moment they are posted to the News Service wire. The service can be set up to send either abstracts or full stories and can filter the content sent based on keywords and topics, among other selection criteria. If you don't have a News Service password, you can obtain one by sending a request to idgns_password@idg.com. For more information, contact News Service Editor-in-chief **Elizabeth Heichler** at elizabeth_heichler@idg.com or +617-239-7816.

one on one

the interview

Francis Mao
The creative director at IDG Games Media Group is this week's columnist. Reach him at francis_mao@gamepro.com.

At-a-glance

Joined *GamePro* January 1990 as an art assistant. Just before that I was a second-year law student, struggling to pay bills through commercial art jobs and procrastinated from studying torts by playing video games. I bought the first issue of *GamePro* and sent in an entry for their art contest paying $100 for the grand prize. Instead of winning $100, I was offered a job at *GamePro*.

Number of toys in your office Thousands of action figures all clustered in their appropriate groups: spaceships, robots, Marvel comics characters, DC Comics characters, Star Wars, Star Trek, etc.

Number of years you've been collecting these figures For as long as I can remember.

Prize toy A diecast Batmobile that my father gave to me as a child. My father loved collecting diecast cars, and I guess that's where my toy collecting genes come from. He has since passed, but this little metal Batmobile sits right by my computer next to his picture and reminds me of the true superhero in my life every day..

Q What are your responsibilities as creative director at IDG Games Media Group?

A I'm responsible for overseeing the editorial, design, and production departments for *GamePro* magazine, *Code Vault* magazine and GamePro.com. I work very closely with my staff to ensure that all of our products adhere to the same consistency of style, maintain the highest standards of editorial content, and continue to integrate innovative and unique elements that further solidify *GamePro's* position as the industry leader. I am also actively involved with various new business opportunities and partnerships, such as the GamePro Presents toy line the GamePro Minute, which is a *GamePro*-branded in-store video loop featuring the hottest new games that will air in more than 2,900 Foot Locker and Champs Sports retail stores beginning this month. GamePro Minute will air every 15 minutes on each store's video screen, branding *GamePro* and its key editorial based on a particular game. In addition, we just created our first GamePro Action DVD for the January 2003 holiday newsstand edition. The DVD features more than a dozen *GamePro* reviews and previews, game trailers and hidden GamePro Easter eggs. [Easter egg is the generic industry term used for secret items or features hidden within a program. Only by pushing buttons or playing around with an interface, looking under every option, would you uncover these little surprises.]

Q How involved are you in the monthly design of *GamePro*?

A I am involved in designing the cover of *GamePro* in addition to a few pages per issue. Also, I serve as the in-house artist/cartoonist for our various illustration needs. I'm responsible for making sure that the proportions on our illustrations are correct and accurately rendered when drawing, say, the four-foot Star Dingo persona standing next to the eight-foot Four-Eyed Dragon persona.

Q Are there different considerations when designing a publication for your demographic than for the typical IDG publication audience?

A Absolutely. *GamePro* bucks several design trends since we cater to a unique audience of teens who have been raised on MTV and *Star Wars* and are skewed toward rapid-fire imagery. We have an exorbitant amount of graphics in relation to the amount of text we feature on every page and on the cover. We've been accused of having overly cluttered covers with an average of 75 to 100 words, but in repeated focus groups our audience has told us that they want to see a lot of content on the cover, thus enticing them to pick up that issue. We view our magazines as multimedia experiences in print, hence the editorial is broken into smaller sound bites with multiple, vibrant graphics on every page. *GamePro's* editorial tone is very hip and catchy. For example, our letters section, called "Head 2 Head," is written more like two buddies talking to each other rather than the typical reader-to-editor relationship. Our readers may talk good-natured smack to us, and we'll dish it right back.

Q What publications do you admire in terms of design?

A I admire *Entertainment Weekly* for conveying a huge amount of entertainment content in a clean, concise and consistent manner on a weekly basis. I also enjoy the dynamic photographs and imagery in publications like *Sports Illustrated* and *ESPN*, capturing the action of sports on the printed page. Additionally, I am a big fan of comic books. I appreciate their graphic storytelling and design elements that demonstrate a willingness to take risks and break new ground in the publishing industry. Comic books have drastically changed in the past few years with the advent of computer coloring, production and special effects. It's no longer crudely hand-drawn images with spotty colors, but some pages are as dynamic and detailed as a multimillion dollar budget special effects movie. There has been a lot of innovation in the usage of fonts, layouts, color schemes that we have tried to incorporate into the design of *GamePro* to reflect that same amount of kinetic energy on the page.

Q Can you tell us a little about the line of action figures IDG Games Media Group is producing?

A *GamePro* was approached by Racing Champions/ERTL, a long-standing toy manufacturer, that wanted to enter the action-figure market. They licensed the *GamePro* name and used our expertise to identify key game licenses and to help them design the characters and packaging that prominently feature the *GamePro* brand. Each package includes *GamePro* content about the licensed game, as well as a *Code Vault* tips and tricks card for that game. The toy line has been picked up by various national retailers such as Kmart, Suncoast, Walgreens and others, including hundreds of individual local toy stores, and is selling well. A special perk for us is that they are also making action figures based on the various *GamePro* editor personas, such as Dr. Zombie (myself), Dan Elektro (Senior Editor **Dan Amrich**), and Major Mike (Senior Editor, Strategies, **Mike Weigand**).

IDG's IS Council identifies common concerns

The common themes that attendees at the recent meeting of the IS Council determined were most critical included:

- Business continuity/disaster recovery
- Center of excellence (i.e., a forum for knowledge sharing so that IS directors can reference outside resources and articles and identify staff members with particular talents so others can tap them as resources.)
- Content management
- Data management
- Replace/upgrade practices for hardware/software
- IT collaboration
- Mobile computing
- Purchasing
- Security
- Shared product development
- Standards
- Storage
- Training
- Web hostings
- Web services/XML

IS meeting

continued from page 1

responses and came up with 15 categories (see sidebar) such as data management, training, purchasing, risk management and mobile technology.

Faced with these categories on the wall in front of them on day one, the attendees embarked on a no-holds-barred discussion facilitated by **Julie Lynch** and **Alana Jones** of IDG Human Resources.

When the dust settled, the group met the following day with IDG CFO **Ted Bloom** and, via conference call from California, Kenealy. Collectively, they settled on two areas to focus on: infrastructure and IDG collaboration. Within infrastructure, the following areas were defined as priorities:

Business Continuity/Disaster Recovery. Forward planning to be able to continue business and recover from a disaster.

Back row (l-r): ***Mike Draper, Nancy Newkirk, Chad Dickerson, Mark Houts, Ray Gagnon, Harald Fragner, Karen Battley, Morris Effron, Herbert Maier, Mark Evans, Bob Sullivan, Sean Greathouse, Mary Zones, Mitchell Rose*** *and* ***Kevin Burns****. Front row (l-r):* ***Doug Loyer, Rick Broughton, Jeff DeBalko, Chris Sipe, Ron Bettencourt*** *and* ***Jim Burgoyne****. Not pictured:* ***Alana Jones, Dora Jeffers*** *and* ***Julie Lynch****.*

Security. Protecting the confidentiality, integrity and availability of IDG's intellectual assets.

VPN - Virtual Private Network. A valuable, secure technology for IDG's mobile and remote workforce, connecting people to their data.

Spam/Anti-Virus. Filtering unwanted and potentially malicious e-mail.

VoIP – Voice over IP. The integration of voice and data over the same data infrastructures.

"Basically, we agreed that these are the major areas that need our attention, and going forward we'll talk about what needs to happen for each of them," Newkirk said. "In order for us to do these technology areas well, we need to have the collaboration piece in place. Each of us fighting the battle alone doesn't do it." Collaboration will include the following four areas:

Improving communication. Newkirk will be collecting contact information for all IT employees at each IDG business unit so she can e-mail a more global community regarding upcoming meetings and broad-based IT-usage questions (see sidebar, p. 1). She is hoping to organize quarterly regional meetings, either in virtual form or face-to-face, and IDG Global Communications President **Jeff DeBalko** is looking into different technologies that will assist that effort and investigating how to best develop a Web-based forum. Eventually the group aims to compile a global IDG IT directory to help people locate relevant expertise.

Purchasing. The IT steering group will examine how IDG can purchase IT products and services more effectively and efficiently, both at the global and local levels. DeBalko will head up this effort.

Standards definitions. The group talked about the importance of maintaining certain standards related to backup systems, security, VPNs, etc. as a way for business units to work effectively together. Under the direction of IDG International Publishing Services VP/IS **Morris Effron**, the group will examine how to develop these standards, how to keep them current and how to make the IDG community aware of them.

Shared products and services. IDG News Zealand Online Business Manager **Mark Evans** will look into how the group can promote awareness of what hardware/software other IDG units use and leverage that experience. If one business unit has a cutting-edge Notes database for editorial use, for example, how can another business unit learn about it and replicate it? If an IS director is considering a major purchase from Oracle, how can he find out what other business units have had experience with a similar product?

With their initial marching orders determined, the newly revitalized IS Council is set to make 2003 a year of IT improvements within IDG. "We worked extremely hard, and it was gratifying to see what a bunch of talented people we have in IT," Newkirk said. "As we involve more IT directors from business units around the globe in future meetings and collaborative efforts, IDG will benefit greatly."

For more information contact Nancy Newkirk at nancy_newkirk@idg.com.

IDG

February 3, 2003

Sr. Account Executive (IDC)

IDC's Sales Group is seeking a Sr. Account Executive who will focus on selling IDC's research products to installed base of Software clients as well as developing new business within the sector. The Sr. Account Executive will be responsible for developing an in-depth knowledge of IDC products and services and strong relationships with individuals across IDC. In addition the individual will need to attain quota goals in generating incremental revenues from existing clients and building strategic relationships with the client base. Requirements for the position include 5 - 10 years demonstrated success in a professional services or information technology research outside sales position, strong aptitude to work collaboratively with IDC Sales, Research and Consulting, ability to set strategy to develop incremental business with existing IDC clients; proficiency in Microsoft Word, Excel and Powerpoint; Bachelor's degree or equivalent. This territory has accounts throughout the Western United States. Strong account management, and business development skills required. The role requires about 25% overnight travel and will be based in IDC's **Mountain View, CA** office.
Contact: I. Juhola, Email: ijuhola@idc.com

Assistant Manager, Retention Marketing (PCW)

PC World is looking for an Assistant Manager, Retention Marketing to join their Consumer Marketing team. This person will be responsible for managing all areas of fulfillment, billing, and renewals for the award-winning, 1.1 million circulation magazine. Qualified candidates should have a minimum of 2 years experience in magazine circulation with knowledge of fulfillment, billing and renewal marketing. Strong analytical and computer skills (Microsoft Excel and Word on a PC) are required. Must be detail-oriented and have strong organizational skills.
Location: San Francisco – CA
Contact: L. Radler, Fax: 415-882-0936, Phone: 415-975-2643,
Email: lisa_radler@pcworld.com

Associate Editor (PCW)

PC World is looking for an associate editor to join its award-winning Reviews team. Candidates should have a thorough knowledge of issues in the computer industry; 3-4 years of magazine writing and editing experience; the ability to produce polished, hard-hitting reviews for a consumer audience; and the ability to work rapidly and accurately under pressure. A working knowledge of Access and Excel is a plus.
Location: San Francisco – CA
Contact: R. Freed, Fax: 415-442-1891, Phone: 415-975-2677,
Email: rebecca_freed@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

view from the top

IDC's Kirk Campbell on Forrester's acquisition of Giga

On Jan. 21, Forrester Research Inc. announced that it had reached an agreement to purchase Giga Information Group Inc. According to IDC President & CEO **Kirk Campbell**, the acquisition of Giga by Forrester is further proof of the weak condition of the general advisory services market for IT professionals.

"It has been clear for some time that both Giga and Meta are not viable as independent research companies," Campbell noted. "In addition, Forrester revenues declined by 40% in 2002, which is much more than any other publicly owned market research company. As a result, Forrester had little choice but to acquire Giga or Meta as a means to slow its revenue decline. The approximate $60 million acquisition price offered by Forrester for Giga is high given that Giga's revenues are $60 million and will decline significantly once Giga is consolidated into Forrester."

Campbell contrasted IDC's strategy to build an end-user research business with that of companies such as Forrester and Giga. "Our strategy is not to duplicate the general technology advice provided by companies such as Gartner, Meta, Giga and Forrester," he explained. "Instead, IDC plans to offer specific technology advice with deep industry knowledge to IT professionals and business executives. The acquisition of Meridien Research in October and the recent launch of Financial Insights, an IDC financial services technology advisory company, is the first major step in this important growth strategy."

Financial Insights

continued from page 1

search, quickly and seamlessly integrated the two companies and secured a senior management team that is experienced and respected in the industry."

Among the competitors Financial Insights faces are Needham, Mass.-based TowerGroup (purchased by Reuters in 1999 and ranked second in the industry by Ravenshaw), Celent Communications, Gartner Group and Forrester Research.

Schenk remains upbeat about facing down these adversaries. "Financial Insights is hitting the ground running with an existing customer base of more than 100 clients and a combined total of over 500 years of experience in the industry," Schenck said. "We have a group of seasoned research analysts, more than 500 case studies online, access to Meridien research from the past five years as well as IDC's global resources and conferences such as Directions. We're certainly not your typical new company."

For more information visit www.financial-insights.com or contact Michon Schenck at michon@financial-insights.com.

Financial Insights' top 10 trends reports identify areas where spending will occur

Financial Insights last week issued the industry's only "top 10 trends" reports that identify the top strategic initiatives across the retail financial services, capital markets and corporate banking sectors in 2003. Available to clients online, the reports have been issued by Meridien Research for the past four years. "As an industry, we can expect that spending will remain flat again in 2003," said **Bill Bradway**, group VP, Retail Financial Services. "But our research reports identify the few areas where spending will happen.

Bradway, along with Director, Core Technologies & Consulting **Jim Beams**, Research Director, Retail Financial Services **Tom Richards** and Research Manager, Payments **Aaron McPherson**, is the author of Top 10 Strategic Initiatives for 2003: Retail Finance Gets Focused. Research Director, Corporate Banking **Jeanne Capachin** and Senior Analyst, Corporate Banking **Maggie Scarborough** wrote Top 10 Strategic Initiatives in Corporate Banking for 2003 and **Deborah Williams**, group VP, Capital Markets & Corporate Banking, authored Top 10 Strategic Initiatives in Capital Markets for 2003: Another Year of Doing More with Less.

what's working

Monthly lunch meetings keep IDC CEO in touch with employees

When feedback from the annual employee survey indicated that improved communication with top management was a concern for many Framingham-area IDC employees, company President & CEO **Kirk Campbell** tabled the discussion. Literally.

Each month, Campbell sits down to lunch with 10 to 12 employees around a conference table in the company's 5 Speen St. office building. The meal begins with employees introducing themselves to one another since the typical guest list is designed to represent a cross-section of departments and tenures. (A recent lunch featured two research directors, an account exec, two vice presidents, a public relations manager, an application developer and a couple of analysts.)

And then the conversation begins. While Campbell said there is virtually no subject that is off limits — "I'm always happy to answer any question that an employee is concerned about" — he said they do tend to center on two main areas: IDC-specific questions and technology and market trends.

Campbell said that these informal lunches fit nicely into IDC's spectrum of employee communication efforts that range from the large, all-employee quarterly meetings to individual e-mail, telephone and face-to-face meetings.

Feedback from participants at a recent lunch meeting attest to the benefits. "The fact that the lunch is held with a small group of employees creates a very comfortable atmosphere and provided me an opportunity to learn about the views and concerns of colleagues," said **Anne Lu**, senior research analyst. "Kirk paid very close attention to every question and answered each of them," she noted.

Said Public Relations Manager **Michael Shirer**, "I found it very refreshing to see a CEO who takes the time to meet with a cross-section of employees and address their concerns and questions head-on."

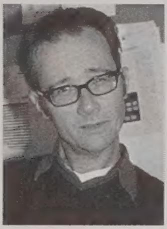
And the benefits most definitely run both ways. "The lunch meetings give me a good sense for what issues and concerns are top of mind for our employees. I always learn something about IDC from the other employees in the room," Campbell said. "I also leave the room with a list of IDC areas for further review or analysis. If employees are encountering hindrances in accomplishing their objectives, I definitely hear about it at the meeting, which helps me later in working with our managers to improve the company."

And while being able to put a stop to office rumors is a frequent side benefit of these gatherings, Campbell said he was recently forced to confirm one persistent company rumor. "It's true I don't own a TV, but I do have a radio so no one should worry that I'm cut off from the outside world!"

noteworthy people

Klagges

Fox


Barker

Bell

Richards

Stark

IDG WORLD UPDATE PHOTOS

Promotions

Bio•IT World Business Manager **Kelly Klagges** has been promoted to director of finance. "Kelly has been a terrific asset to Bio•IT World since she joined our company in November 2001," said President & CEO **Morris Levitt**. "Her financial forecasts are precise and accurate, she helps managers stay in sync with their budgets even after significant adjustments, and she is a great facilitator of new business planning and development. The latter function has been a vital part of Bio•IT World's evolution to a highly diversified information business."

Also at *Bio•IT World*, Editorial Assistant **Amanda Fox** moves up to assistant editor. "Amanda has been — and continues to be — a great team player," said Executive Editor **John Russell**. "She helped shape our copy flow process during launch, tackled new projects without hesitation, and demonstrated initiative by drafting formal proposals to solve workload issues without being asked. We're lucky to have her on our team."

New employees

Dennis Barker is *Bio•IT World*'s new managing editor, coming from *Desktop Engineering* magazine where he was editor-in-chief. He earned a B.A. in English from Virginia Commonwealth University in Richmond, Va., and an M.A. in philosophy from St. Mary's Seminary and University in Baltimore. Away from the office he enjoys hiking, camping, canoeing and mountain biking as well as "listening to loud, live music and cracking the Martian genome."

Moving from Meridien Research to IDC's new Financial Insights group is Senior Analyst **Richard Bell**. He holds a B.S. in electrical engineering from North Carolina State University and has done graduate studies in business, mathematics and physics at North Carolina State, the University of Minnesota and the University of St. Louis. He enjoys hang gliding, scuba diving, skiing and gourmet cooking.

Also with Financial Insights via Meridien Research is Research Director **Tom Richards**. He earned a B.S. in business from Bucknell University in Lewisburg, Pa., and an M.B.A. from the University of Virginia. Away from his CRM and channel research responsibilities, he enjoys woodworking and fishing.

Deborah Stark is Financial Insights's new Marketing Programs and Communications director. Deborah most recently served as marketing communications director at Financial Fusion, a Sybase company. She holds a B.S. in marketing from Boston's Northeastern University, enjoys skiing, kayaking, hiking and travel and is an active member of the American Business Women's Association New Hampshire chapter.

Rich Vancil joins IDC in Framingham, Mass., as VP, technology marketing research. He has held VP of marketing positions at several early-stage IT companies, including Individual, Inc., Shareholder.com, Tilion and Deploy Solutions. He earned a B.A. in English from Connecticut College in New London, Conn., and an M.B.A. from Harvard University. He enjoys "all saltwater sports" including fishing, boating, diving, as well as golf and time spent with his family. Recently, he raised more than $17,000 for breast cancer research in the Avon 60-Mile Walk.

Computerworld has hired **Christopher Leger** as a customer service coordinator in its Strategic Programs and Events group. He previously taught computers in grades one through four in the Fitchburg, Mass., public schools. He holds a B.S. from Boston College in general management and enjoys travel and music.

Trio earns STAR Awards

ARDLEY YEE

Wayne Humphrey*, *Lisa Stabile* and *Andrew Sambrook *hold boxes containing their Boviard STAR Awards.*

Their ability to demonstrate outstanding service, teamwork and results – as judged by their peers – earned three IDG employees coveted Boviard STAR Awards late last year. IDG Tax Manager **Lisa Stabile,** IDG List Services Director of Brokerage Services **Andrew Sambrook** and IDG Staff Accountant **Wayne Humphrey** accepted their awards at a holiday luncheon in Framingham, Mass.

STAR Awards are presented twice a year to employees from IDG's corporate groups as well as IDG List Services, Research Services, International Publishing Services and IDG Global Solutions. They are given in memory of the late Jay Boviard, who served as IDG's corporate credit manager. Nominations are reviewed by Human Resources Service Division/East Director **Julie Lynch**, IDG COO **Ted Bloom** and IDG VP/Corporate Taxes **Jayne Enos**.

For details contact IDG Office Services Manager/Executive Assistant to the COO **Lucy Sheehan** at lucy_sheehan@idg.com.

More international Noteworthies wanted!

Any IDG business unit around the world is welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Rainer Oberländer *IDG Germany*

25

Ney Kruel *IDG Global Solutions Latin America*

22

Karen Weston *IDC*

20

Andreas Förth *IDG Germany*

16

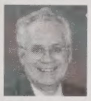
Paul Mercer *Network World*

15

Laura Sears Brady *IDG*

14

Graham Penn *IDC Australia*



Penn

11

Martin Bell *IDG New Zealand*
Aniela Zielinska *IDG Poland*

10

Shoko Furukawa *IDC Japan*
Snezana Dejanovic *IDG Germany*
Kriemhilde Klippstätter *IDG Germany*

9

Sue McIntosh *IDG New Zealand*
Maria Freiria *IDC Benelux*
Dagmar de Aquino *IDG Germany*
Daniela Radzio *IDG Germany*
Gabrielle Wheeler *IDG Australia*

8

Natalie Eisner *IDC*
Lawrence Llamzon *IDC Singapore*
Julie Lynch *IDG*
Julie Boudreau *IDG*
Rupprecht Purkhold *IDG Germany*

Lynch

7

Elizabeth Gagliardi *IDC*
Kathleen LaPorte *IDC*
Chris Fell *IDC Australia*
Christina Björklund *IDG Sweden*
Oscar Peinado *IDG Spain*
Kazuki Seki *IDC Japan*
Kyoko Ikeda *IDG Japan*
Claudia Cavalleri *IDG Italy*
Silvia Santi *IDG Italy*
Jozef Muszynski *IDG Poland*
Jolanta Kucharska *IDG Poland*

6

Sandra Rogers *IDC*
James McNickel *IDG New Zealand*
Dan McLean *IDC Canada*
Rafal Dudkin *IDG Germany*

5

Laurence Combes *IDG France*
Carole Rimoux *IDG France*
Damir Omérov *IDG Sweden*
Johan Moberg *IDG Sweden*
Thomas Højrup Petersen *IDG Denmark*
Alexandre Campos Barros *IDG Brazil*
Cornelia Hefer *IDG Germany*
Gabriele Nehls *IDG Germany*
Christian Möller *IDG Germany*
Jeff Coles *IT World Canada*
Karima Zannotti *Network World*
Kathryn Zinn *Network World*

4

Sasse Roope *IDG Denmark*
Henrik Bendix Pedersen *IDG Denmark*
Samantha French *Macworld U.K.*
Satoshi Kumagai *IDG Japan*
Dennis Noatzsch *IDG Germany*
Steffen Berchtold *IDG Germany*

3

Jean Woodcome *IDC*
Torr Lewis *IDC*
Mary Davis *IDC*
Alan Taylor *IDC*
Erin McCue *IDC*
Donald Jin *IDC*
Shaw Lively *IDC*

Taylor

Jennifer Gallo *IDC*
Monique Gibelli *IDC*
Bruno Rossi Julio *IDC Brazil*
Suzanne Carroll *IDG World Expo*
Deborah Diodati *IDG World Expo*
Shelley Dunn *IDG World Expo*
Brad Nickerson *IDG*
Lee Huei-Min *IDC Malaysia*
Arthur Payne *IDG Sweden*
Lisa Ljung Strömberg *IDG Sweden*
Katarina Sundwall *IDG Sweden*
Christian Schack *IDG Denmark*
Heidi Eck *IDG Denmark*
Evelien Wiggers *IDC Benelux*
Kevin McCluskey *IDG Communications*
Asami Ishii *IDG Japan*
Marqsandra Romos *IDG Brazil*
Victoria Berry *IT World Canada*
Karen Daitch *Network World*
David Brooks *Network World*
Panagiota Gertsios *Network World*

2

Anne Marie Demers *IDC*
Zoe Baird *IDG New Zealand*
Lily Jiang *IDC China*
Gabriel Kärrby *IDG Sweden*
Håkan Nilsson *IDG Sweden*
Javier Presa *IDG Spain*
M. Teresa Zabala *IDG Spain*
Daniel John Lewandowski *IDG Denmark*
Evelin Stoev *IDG Bulgaria*
Ann Toh *Computerworld Singapore*
Clive Page *Macworld U.K.*
Jan Hein Bakkers *IDC Benelux*
Alejandra van de Roer *IDC Benelux*
Isao Kimura *IDC Japan*
Paul Edwards *IDC Canada*
Hiroki Inatomi *IDG Japan*
Makie Okashiro *IDG Japan*
Marcelo Lino *IDG Brazil*
Henrique Martin *IDG Brazil*
Fabio Henrique de Almeida *IDG Brazil*
Bärbel Zöger *IDG Germany*
Heinrich Seeger *IDG Germany*
Marie-Henriette von Wangenheim *IDG Germany*
Nermina Djerekarac *IDG Germany*
Kerri-Lee Benson *IT World Canada*
Mathew Dunn *IDC U.K.*
Fredy Haag *IDG Switzerland*

1

Fausto Schmidt *IDC Brazil*
John Dodge *Bio•IT World*

Dodge

Bella Porcello *IDG*
Kristina McCorry *IDC Australia*
Dorte Saltz *IDG Global Solutions U.K.*
Line Ørskov *IDG Denmark*
Koichi Inoue *IDG Japan*
Sigrun Rüb *IDG Germany*
Neal Silverman *Network World*

Business units wishing to have employees' anniversary dates listed in this column are invited to send the appropriate information to *IDG World Update*: world_update@idg.com.

A call for help

IDG World Update often runs articles about generous employees who are donating their time to worthy causes. Many readers have been interested in contributing to those causes but may not have done so due to the logistics of sending money or goods internationally. In the following instance, however, readers can help no matter where they are located.

Stefano Lotti needs a bone marrow transplant.

Stefano Lotti, the 24-year-old son of IDC Italy Finance and Administration Director **Norella Moglia**, needs a bone marrow transplant to fight a severe form of leukemia called ALL (adult actue lymphoblastic leukemia). Anyone in good health can arrange to have a small amount of their blood tested and be part of a worldwide registry of potential donors who may someday save someone's life. The Bone Marrow Donors Worldwide site shows a list of countries and donor centers participating and how to get more information: www.bmdw.org/Addresses/AllRegistries.html. If a donor is found for a person in another country, the bone marrow donation would take place near the home of the donor, not the recipient.

In addition to using the link above, IDG employees in the Boston and San Francisco areas can get more information from the Dana Farber Cancer Institute (www.dana-farber.org/how/donatebone/) in Boston, the Stanford Medical School Blood Center (http://bloodcenter.stanford.edu) in Palo Alto, Calif., or Blood Centers of the Pacific (www.bloodcenters.org) in San Francisco.

For more information contact IDC EMEA Marketing Manager **Meryl Salter** at msalter@idc.com.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday February 25.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive IDG sport safes.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

style rules!

IDG News Service Assistant Editor ***Nancy Weil****, (a.k.a. the Style Goddess) keeps News Service staff on their journalistic toes with periodic "Style Rules!" memos about important style and grammar considerations. The following is the first of an occasional series of excerpts IDG World Update will feature this year. Note: these are selected for general usefulness and interest. Some points of style may not be applicable outside the U.S.*

Viva la difference: Several instances of incorrect uses of *different than* in recent stories point to the need for a refresher lesson (or perhaps a first lesson for some). The general guide is that *different from* is nearly always correct and *different than* is nearly always wrong. The less grammatically interested should stop right here.

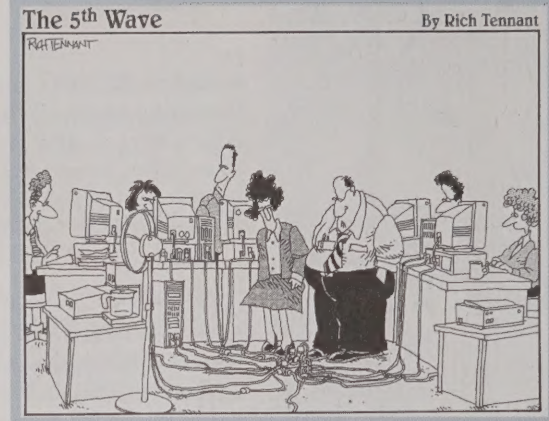
Those who desire the power of grammatical knowledge will want to know that the word *than* generally should come after a comparative adjective (*larger than, sooner than, bigger than*). But *different,* although certainly implying contrast, is not a word of comparison because differences are, alas, qualitative and not quantitative. In other words, you can't necessarily quantify in terms of size or by time comparison how something is different from something else.

There are cases where using *different* and *than* together are proper. *The baseball caps are different for men than for women* is one such instance. Another example is when using *from* would make the sentence structure awkward. *Pedro's agent urged him to hold out for a better contract because his life in Boston is a lot different than it was for him in the Dominican Republic.* But these are clearly specific instances that deviate from the general rule, which should apply in all cases where *from* can be used to replace the less savory *than.*

Shock of this edition: This may come as a shock, but *consists of* and *comprised of* are not the same thing. As if that were not enough, nothing is ever *comprised of* something! That's because *to comprise* actually means "to include or to contain." You wouldn't write that something is *included of* or *contained of,* therefore, it isn't correct to write *comprised of.*

The sigh of relief comes in learning that it is correct to say *composed of. The current pitching staff is composed of a bunch of washed-up, out-of-shape old guys and one decent arm.*

The simple guideline is that if the sentence calls for using *of* then it does not call for *comprised.*



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Question of the Week

The majority of last week's voters watched most of the Super Bowl, but 40% said they couldn't care less and 13% watched some of it. Go to www.idgworldupdate.com and vote on this week's question: Will you purchase a camera phone this year?

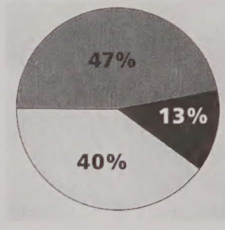
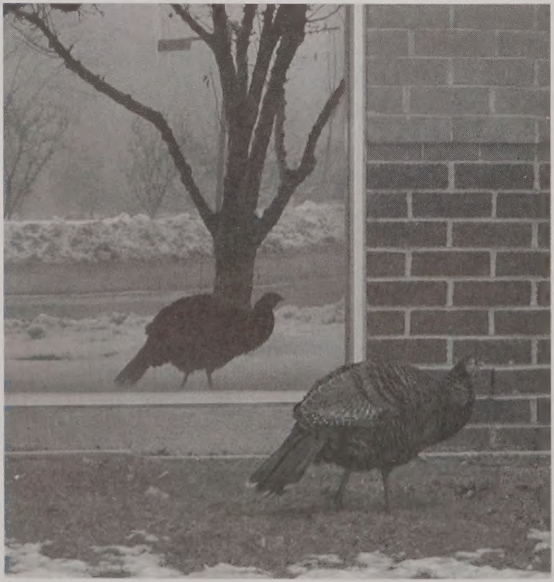


photo finish

A fowl reflection


ARDLEY YEE

This wild turkey was lurking around the 492 Old Connecticut Path building in Framingham, Mass., last month. No tame tabletop turkey, this one allegedly has stalked CXO Media, IDG List Services, IDG Communications and IDG Research Services employees who dared approach for a closer look.

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDC grants Global Fellowships to 20 employees

Program promotes knowledge sharing, builds worldwide expertise

It's not the Navy, but it's really true that if you join IDC, you may have a chance to see the world. Thanks to the IDC Global Fellowship Program, 20 employees will be traveling to an IDC office in another country this year to work on a designated project that will benefit both the participant and IDC.

The winners were selected from 59 applicants and represent the largest group since the program began in FY95. Last year 12 employees earned fellowships.

"We received many excellent applications from employees around the world," said IDC President & CEO **Kirk Campbell**. "As a result, we increased the number of fellowships this year so that more employees can benefit from sharing best practices and working together with colleagues in different regions."

The program is designed to:

- Rapidly build expertise at operating units around the globe.
- Leverage IDC's global knowledge and skill base.
- Promote awareness and respect for other cultures.
- Attract, reward and retain quality employees with global talents and interests.

Each fellow receives $5,000 to offset living and travel expenses during their fellowship, which usually runs two to three weeks. The Global Fellowship Committee, composed of Campbell, IDC Vice President of Human Resources & Education **Debbie Bernardi** and IDC Human Resources Manager **Gil**

continued on page 4

CONGRATULATIONS!
to all the recipients of
the FY03
IDC Global Fellowship

IDC HR Intern and Graphic Designer ***Kristina Raben*** *created this poster announcing the winners of the 2003 IDC Global Fellowships.*

IT World Canada buys into biotech arena

Deal pairs market-leading title with IT World Canada's publishing expertise

IT World Canada late last year signed a partnership deal with Promotive Communications, Inc., which publishes *Biotechnology Focus* and *Laboratory Focus* in Canada, furthering IDG's Canadian affiliate's commitment to covering that nation's important IT arenas.

"For all intents and purposes, this is a 50:50 partnership," said **Michael Atkins**, chairman and CEO of IT World Canada. "Promotive will continue to produce both publications," He said they took the partnership route for a number of reasons.

BIOTECHNOLOGY Focus
Drug Development
Building Canadian capability

"First, we value [Promotive Publisher] **Terri Pavelic**'s expertise in the field," Atkins said. "She has built the market leader from scratch and has established an excellent reputation in Canada. She also realized that, as Canada's leading IT publisher, we had a lot of infrastructure to help her achieve her growth goals."

LABORATORY Focus
HEADLINES
Medical Technology
FEATURES
DEPARTMENTS

He said the IT World Canada-Promotive partnership was a "positive match" linking IT World Canada's experience in publishing, portal building, event management, circulation and data base expertise with Pavelic's entrepreneurial drive and knowledge of the market. "It was Terri's knowledge and reputation that attracted us to make an investment, along with the natural congruence of our expertise and the growth of the biotech industry in Canada," he said.

"It's a good fit," Pavelic concurred, noting that bio-

continued on page 7

Canadian biotech booming

The Canadian biotech industry generates annual sales greater than $1.5 billion. Canada ranks second only to the U.S. in terms of the number of companies working on biotechnology applications, and third in terms of annual revenues generated.

Source: "Beyond Borders: The Canadian Biotechnology Report 2002," Ernst & Young

in brief newsworthy

IDC's Susan Feldman, John Daly earn James Peacock Award honors

*IDC President & CEO **Kirk Campbell**, **Susan Feldman** and IDG Chairman **Pat McGovern** at the awards ceremony in Framingham, Mass.*

***John Daly** (center) accepts his award from Kirk Campbell and Pat McGovern.*

SCOTT SPRINGER PHOTOS

Last month, the champagne and sparkling-cider toast celebrating the recipients of IDC's most prestigious research award were in honor of Research Vice President, Content Management and Retrieval Software Research **Susan Feldman** and runner-up **John Daly**, consulting director of IDC's Systems Consulting Group.

McGovern established the James Peacock Memorial Awards in 1985 to honor the accomplishments of Jim Peacock, an IDC vice president for 15 years until his death in 1981. The award recognizes the employee at a U.S. office who best follows Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients.

IDC's vice presidents and senior vice presidents nominate employees for the award and IDC President & CEO **Kirk Campbell** makes the final selection.

Feldman, who joined IDC in May 2000, demonstrated entrepreneurship and creativity in her research right from the start, becoming the first person to identify, define and forecast a new market: search and retrieval. According to her nomination, Feldman's ability to go from technical detail to business implications in her reports is a major factor for her success as a communicator and a valuable resource for clients. She is in demand as a speaker and white paper author, serves on the advisory boards of several conferences and has won numerous external writing awards, the latest an international award from Bell & Howell.

Daly, a seven-year IDC veteran, was honored for pioneering a new analytic methodology, Market Opportunity Mapping. The process can be applied to emerging markets or to complex markets where a wide variety of competitors are interacting in ways that are not yet well understood. It has been used in more than $1 million worth of projects over the past few years.

For award details contact Associate Human Resources Representative **Carolyn Burton** at cburton@idc.com. WU

For a list of past Peacock Award winners, go to www.idgworldupdate.com.

Accela Communications spun out to enhance growth potential beyond IT

Effective Jan. 31, 2003, Accela Communications, Inc. is no longer a wholly owned subsidiary of IDG. The company, which was launched in February 2000, is now an affiliate of IDG and is under control of an independent board of directors. IDG remains both a significant shareholder in and partner to the company. The existing employees, products and services remain unchanged.

Accela COMMUNICATIONS

The company was spun out in order to continue its expansion outside of the IT market segment. In the past year, two of the company's products, AccelaCast and LEADS, have been adopted by numerous partners in other markets such as Forbes.com, Primedia, Reed Business Information, Sales and Marketing Management and Live Marketing among others.

Accela Communications will maintain close relationships with numerous business units within IDG, especially in the area of webcast services, according to Accela CEO **Bill Reinstein**.

Webcasts have become an integral part of many marketing programs, especially for companies selling complex products and services, or for companies that are looking for a more efficient way to bridge the gap between broad-based advertising and direct sales activities.

Accela Communications provides multimedia production services, a full-service studio optimized for web content production, the leading on-demand webcast platform in AccelaCast, and promotional management services to help it deliver the audiences that advertisers expect to receive from IDG brands.

"Our business strategy remains unchanged," Reinstein said. "We have three core products that serve to help companies accelerate their marketing activities over the Web to generate the highest quality leads to drive their sales and business growth.

"We look forward to building on the many positive relationships we have established with our IDG partners." WU

the interview

one on one

Michael Greeley
The managing general partner of IDG Ventures East Coast is this week's guest columnist. He may be reached at mgreeley@idgventures.com, 617-534-1206.

IDG Ventures East Coast at-a-glance

Year established 2001

Location Boston

Number of employees 6

Investment professionals
Michael Greeley, Chip Hazard, Jeffrey Bussgang and Åsa Aulin Ahlberg

Web site
www.idgventures.com

Current number of portfolio companies 2

Anticipated number by year end 5 to 7

Industry sector priorities
Within the IT sector, IDG Ventures has invested in companies developing Internet and broadband infrastructure, e-commerce products and services, enterprise software applications, and network hardware and software. Increasingly, we are focusing on the biotechnology and bio-IT sectors as well.

Business plans reviewed
A typical partner will see anywhere from 400 to 600 business plans per year and meet with 200 to 250 management teams. In this environment, each of us may make two to three new investments per year.

Q What is IDG Ventures?

A IDG Ventures is a $600 million global family of venture funds with offices in Boston, San Francisco, Seattle, London and China. Our mission is to assist entrepreneurs in building successful and valuable companies. We expect the Boston office to invest between $2 million to $4 million initially in each portfolio company with the potential of investing up to $10 million in any one company. We are anticipating that we will make five to seven investments this year.

Q What is the U.S. venture financing climate for emerging IT companies?

A Many venture funds are struggling with a number of distressed portfolio companies and therefore are effectively not making new commitments. IDG Ventures has the good fortune of not being in that position and, consequently, we are actively looking to make new investments. Notwithstanding all of the turmoil today, there is plenty of venture capital available for entrepreneurs with well-conceived business plans that are addressing identifiable market gaps. Of no surprise to anyone, valuations are dramatically lower than in recent history, and terms are much more investor-friendly today. Even with the present financing difficulties, innovation continues and exciting new products and services are coming to market.

Q What attributes do you look for when considering new investments?

A First and foremost, we assess the strength of the management team and whether their backgrounds are relevant to the business model currently being developed. Clearly the size and growth characteristics of the target market and the robustness of the technology are important considerations. However, absent a strong team, great technologies don't often lead to great companies.

Q How do you contribute to the success of your portfolio companies?

A We often serve as board members for our portfolio companies where we help to frame the debates around business, product, sales and financing strategies. Simply being a sounding board for the CEO, sharing with the CEO strategies and pitfalls from other investments, is an enormous resource. IDG Ventures has the tremendous advantage of being able to access relevant assets at IDG. IDG is uniquely qualified to assist in sales lead generation. One of my goals for 2003 is to continue to deepen the dialogue our portfolio companies can have across IDG.

Q How can you work with other IDG companies? What are the benefits of IDG affiliation?

A All entrepreneurs recognize the enormous market presence of the entire IDG portfolio of businesses. It is a distinct competitive advantage and differentiator for IDG Ventures. Specifically, the publications can assist in sales lead generation through list rentals and very effective advertising. IDC analysts can help prioritize different potential customer segments as well as better define the competitive landscape for our CEOs. IDG World Expo is able to provide one-to-one sales lead generation as well as create venues to drive awareness. For example, we have established Venture Summits in conjunction with several World Expo events to allow emerging growth companies to present their business plans to the same audience. I can point to successful examples across each business unit where our CEOs have derived immediate benefits.

IDG Ventures is financing what we think will be market leaders of the future. I believe all of the IDG business units will be able to identify revenue opportunities in our portfolio. We would like to drive those benefits back to IDG and want to continue to work with our colleagues at IDG to do so. We have a portfolio of potential IDG clients!

Equally important to us is utilizing the IDG platform to drive deal flow to IDG Ventures. Everyone at IDG, either knowingly or unknowingly, comes across entrepreneurs or interesting private companies raising capital, whether it be potential clients or friends and acquaintances. We want to hear about them. Did I give you my number?!

Q At what point in a start-up's life cycle does IDG Ventures get involved?

A We consider ourselves "life cycle" investors, which means that we envision playing a role from the inception of the company all the way through the liquidity event. More than half of the opportunities we are seeing today are seed or early stage opportunities. Another 40% of the companies we are seeing have already raised some institutional capital and are raising a Series B or C round of equity. Some of these are solid companies with good fundamentals. At other times though, these companies may be "broken" and are seeking new capital to help fund a restart. One needs to be very careful in conducting due diligence with these kinds of compa-

continued on p. 6

IDC offers Directions discount to IDG employees

IDC is offering a special registration rate of $300 for IDG employees who would like to attend either of the upcoming Directions conferences. The full-day conference will take place in Boston at the John B. Hynes Convention Center on March 20 and at the San Jose Convention Center in San Jose, Calif., on March 26. IDG employees may bring a guest for the same discounted rate.

Now in its 38th year, Directions has earned a reputation of being the premiere conference that provides IT market insight and explores the complex issues shaping the industry and how those issues affect business. Speakers will include IDC Chief Research Officer **John Gantz**, IDC SVP **Philippe De Marcillac** and IDC SVP **Crawford Del Prete**. Clayton Christensen, Harvard Business School professor and founder of Innosight, will give the keynote address. Sector-specific tracks will be offered on the following:

- Mobility and Personal Technologies
- Enterprise Systems
- Software
- Communications
- Services
- Vertical Market Strategies

To register, call 800-605-5849 or 978-597-0133. Mention the offer code IDG EMP.

For additional information, go to www.idc.com/Directions03.

Fellowships

continued from page 1

Lawrence, assesses the value of the proposed assignment and the potential benefits to the employee, the receiving business unit and IDC.

As manager of a host office for many fellowships over the years, IDC Australia Country Manager **Chris Fell** said his team has, "without exception, learned something genuinely useful from the visiting fellow that has helped us with our daily business. Perhaps it's a cool enhancement to a local product or a new way of looking at an old research problem, but having a new external perspective is always healthy. We have made some good friends around the IDC network and these relationships continue to pay off over the following years."

Moreover, Fell said that he always encourages his own staff members to apply and emphasizes the personal development element of an application. "It's great to see that it isn't just the best business ideas that always win; there is a genuine attempt to promote the personal growth of the individual. In terms of building staff loyalty, it's a winner."

This year, within a month of their return to the home office, the Global Fellows have been asked to write a brief memo covering what they learned from the exchange and how it will benefit them and IDC; surprises or obstacles they encountered; positive parts of the fellowship from application through return, and recommendations to improve the program.

Lawrence plans to work with Framingham-based fellowship winners to prepare a lunchtime presentation so they can talk about their experiences with peers.

"The Global Fellowship Committee felt that there was a lot to be learned and shared with other employees from our fellowships," Lawrence said. "Whether it is new business opportunities, technology transfers, or cultural awareness, the experience of the few will definitely improve the rest of the organization."

For more information contact Gil Lawrence at glawrence@idc.com.

FY03 Global Fellows set to collaborate, analyze and learn best practices

Kathy Sin
Senior Analyst, IDC Asia/Pacific
Visiting IDC Mountian View, Calif.
Collaborate with worldwide PC Tracker team to share database integrity practices and to help build the Asia/Pacific portion of www.idctracker.com

Lucy Timms
Director, EMEA Access Group, IDC EMEA
Visiting IDC Framingham
Develop a matrix of best practices that will be focused on areas that grow revenue, increase renewal rates and improve client utilization and satisfaction.

Brian Bingham
Manager, CRM & Customer Care Research
IDC Framingham
Visiting IDC Australia
Attain a stronger comprehension of the bustling Call Center/CRM and business process outsourcing market in the Asia Pacific region.

Jose Roberto Mavignier
Telecom Analyst, IDC Brazil
Visiting IDC Australia
Analyze the Australian datacom, Internet and telephony markets and make suitable comparisons with the Brazilian ones.

Belinda Johnson
Marketing Manager, IDC Australia
Visiting IDC EMEA Conference Group
(Milan and Germany)
Gain insight into increasing revenue for Australia/New Zealand-sponsored and custom events business by working with EMEA team to develop proposals, budgets and marketing collateral.

Jim O'Brien
Research Analyst, IDC Mountain View
Visiting IDC Asia/Pacific
Analyze the methodology and business plan for the China Sub-Regional Tracker as a potential new business initiative for the U.S. Tracker Program.

Jay Gumbiner
Senior Analyst, IDC Latin America
Visiting IDC Asia/Pacific
Learn best practices of IDC Asia Pacific and therefore improve the research product offerings of IDC Latin America's hardware units.

Grace Han
Market Analyst, IDC China
Visiting IDC Framingham
Learn advanced research methodology on how to do service tracker efficiently.

IDG

February 10, 2003

Mail Services Coordinator (CWI)
Computerworld is seeking a part-time Mail Services Coordinator. Responsibilities include: sorting and distributing mail, FedEx, UPS and interoffice/intercompany mail and using shipping equipment. Candidates must be organized, have good communication skills, and be able to juggle multiple tasks. Valid MA drivers license with good driving record. This position will be 20 hours a week in the afternoons. Valid MA driver's license with a good driving record and ability to lift 50 lbs. and maneuver 150 lbs. is required. Knowledge of Lotus Notes preferred. ***Location: Framingham – MA***
Contact: jobs@computerworld.com

Financial Insights: Research Director, Capital Markets (IDC)
The Research Director position at Financial Insights is responsible for setting the overall course and direction for a research team and typically managing multiple products. This is a very public role with many client-facing and industry-facing responsibilities. The Research Director has primary responsibility for building the reputation and the revenues of the services within their domain. These responsibilities include setting the research agenda, cultivating industry visibility, working with the sales team to generate new business, identifying opportunities for custom research, conducting research using personal, electronic, and written sources to assemble required information, maintaining industry and technology knowledge at a high level, and managing staff of analysts. Requirements include a minimum of a Bachelor's Degree, 15 years of related work experience in either the financial services or technology industry, competency in the use of word processing, graphics and spreadsheet applications and strong written and analytical skills. Additional requirements include experience with or in an international work environment, preferably outside of the United States, and superior communication abilities. Fluency in at least one major world language other than English is desirable. ***Location- Framingham, MA***
Contact: Susan Brown, Email to: careers@financial-insights.com

Senior Account Executive, Latin America Enterprise Sales (IDC)
IDC's Latin America Sales Group is seeking a Senior Account Executive to focus on selling market intelligence and consulting projects to new and existing accounts within the IT and Telecom industries. The Senior Account Executive will be chartered with understanding IDC's products and people and conveying the value to clients of IDC's analysts and market intelligence. This role is based in IDC's Miami office. Key responsibilities of the sales individual will include developing an in-depth knowledge of IDC products and services, building relationships across IDC including the sales, analyst, consulting and management groups, consistently interfacing with clients and prospects, sourcing leads and keeping on top of the IT and Telecom industry and companies, account management, meeting and exceeding sales quota each quarter and developing proposals and closing signed contracts. To learn more about this role and how to apply please see idc.com. ***Location: Miami, FL***
Contact: I. Juhola, Email: ijuhola@idc.com

Sales Representative (IDC)
This Sales Representative will be chartered with expanding the presence of IDC in the executive ranks and overall business within the Telecom Major Accounts. The individual will collaborate in the day to day issues related to these accounts including resolving issues, selling new products and capitalizing on opportunities in an industry in transition. The primary responsibilities include making external calls to sell new Communications products; networking throughout client organizations to assist in the building of accurate road maps for selling purposes; responding to client requests and issues while capitalizing on selling opportunities; assisting in overall account management activities with manager; working with the IDC Research teams to identify new products to sell and enhance existing portfolio. There may be some travel required to include client visits, functions, and internal meetings. Candidates should have some familiarity with the Telecommunications Industry and the related terminology, ability to speak in a clear and compelling manner with clients, demonstrated written communication skills, 1-3 years of successful external Sales and/or Sales Support experience. A Bachelor's degree is preferred. ***Location: Framingham – MA***
Contact: G. Lawrence, Fax: 508-935-4432, Email: glawrence@idc.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Part-time Administrative Assistant/Receptionist (IDG)

IDG has a great opportunity for an energetic, organized, motivated individual to provide reception and administrative support for 20 hours per week in our Paramus Regional Sales office. This position will support 13 - 15 employees and will require frequent interaction with all members in the company as well as customers, vendors and other business relations partners. This individual will ensure that routine office requirements are being met and the office is running smoothly. The responsibilities also include maintaining reports in Microsoft Excel and Microsoft Word, ordering supplies, assisting sales staff, and general administrative duties including petty cash reconciliation and planning of the seasonal office events. Ideal candidate will have attention to detail and the ability to multitask. Previous administrative support in a sales environment a plus as well as experience with Microsoft Excel and Microsoft Word.
Location: Paramus – NJ
Contact: Email: jcjobs@idg.com

Human Resources Assistant (PCW)

We are looking for an intelligent and office-savvy individual to provide HR assistance to multiple IDG business units. He/she will support the HR department in all its functions, with specific responsibility for job posting, resume tracking, recruitment support, payroll processing, data entry and report generation, time and attendance tracking, and coordination of training programs. This approachable, responsive and detail-oriented person should have a Bachelor's degree or equivalent with at least 2 years work and administrative experience. MS Office computer experience and stellar organizational, interpersonal and communication skills are a must. ***Location: San Francisco – CA***
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

CeBIT 2003 - IDC Storage and Hardware Breakfast Briefing

IDC's European Systems Group will be hosting a breakfast briefing at this year's CeBIT show in Hannover, Germany. The show, which runs March 12-19, is the largest of any type in the world and typically boasts attendance figures in excess of 700,000. It also serves as the venue for many major product launches.

IDC's briefing will take place on March 14. The focus will be on storage and hardware, market movements and dynamics. IDC has hosted this complimentary briefing for several years and has drawn strong attendance from both business leaders and the media alike..

If any IDG or IDC partners are interested in collaborating on this year's breakfast briefing, whether for content or promotion of the event, please contact Marketing Executive **Terry Cummings** at IDC's European Systems Group, tel: 44-208-987-7231, or e-mail tcummings@idc.com.

Rosie Secchi
Senior Research Analyst, IDC EMEA Telecom
Visiting IDC New York
Write a mobile services report and study the different mobile operators, present and future pricing and billing structures as well as current and future mobile trends.

Miriam Kutcher
Marketing Programs Manager, IDC Framingham
Visiting IDC U.K.
Share marketing strategies and activities put into practice in the U.S. to drive leads and increase customer value for the IRS and Global IT Advisor program.

Chris Ingle
Senior Consultant, IDC European Systems (U.K.)
Visiting IDC Framingham
With Consulting Group, work on business development ideas exchanging ideas on prospects and growth areas and client meetings. Then, with the PC Team, work on a thin client report which uses worldwide data as a base.

Carly Kim
Analyst, IDC Korea
Visiting IDC U.K.
Meet with Europe mobile telecommunications team to share and discuss main issues on mobile communications in AP/Korea and Europe/ Scandinavia.

Melissa Utter
Senior Analyst, IDC Latin America
Visiting IDC Italy
Collaborate with IDC EMEA Vertical Markets team to produce a research report titled "The Cultural Ties That Bind: A Vertical Sector Analysis of European and Latin American Technology Trends and Investments"

Paul Withington
Senior Analyst, IDC U.K.
Visiting IDC Australia
To gain insight into the hardcopy markets in Asia Pacific and a view on products and technologies that may affect the European markets.

Max Flisi
Research Analyst, IDC Framingham
Visiting IDC Singapore
Investigate the Gigabit Ethernet, FibreChannel, and iSCI, the datacenter interconnect trends. Understand how these investments are being manifested in the increasingly important Asian market.

Alex Slawsby
Research Analyst, IDC Framingham
Visiting IDC Japan
Research smart handheld devices and explore these technologies in Japan to better understand the evolution of the market and to examine the clues that the market's successes and failures will give to the future of PDAs and handsets in the U.S.

Amy Harris
Program Manager, IDC Framingham
IDC Singapore and Hong Kong
Analyze regional trends, market drivers, challenges, and opportunities; evaluate the factors that have contributed to increased adoption of broadband and broadband-specific applications and content in Asia.

Martin Chau
Research Manager, IDC Hong Kong
Visiting IDC Japan
Work with the IDC Japan sales team to develop a strategy to induce our clients of the Asia/Pacific printer tracker to become clients of the other Asia/Pacific peripherals programs.

Tina Tang
Senior Analyst, IDC China
Visiting IDC U.K.
Analyze the business models of the wireless virtual service providers/operators and the application of value-added services in Europe.

Chi Phan
Associate Analyst, IDC Framingham
Visiting IDC Hong Kong and Singapore
Educate the Asia Pacific Pricing program analysts and sales force on methodology involved in end-user focused pricing tools, including SmartIndex and SmartBuy.

Are you there?

The online IDG Directory current lists 5,037 employees and 181 business units. Check and see if your information is online and correct. If not, contact **Michele Nealand** at michele_nealand@idg.com.

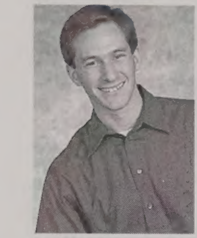
Online IDG Directory is the place to go for contact information

The online IDG Directory (www.idgdirectory.com or on Lotus Notes) contains contact information for employees and business units worldwide and lists the publications and Web sites at each company. The records' specific details include addresses, telephone and fax numbers, employee titles and e-mail addresses.

Users who go directly to www.idgdirectory.com can use their IDG Central password to access the site. If you don't have one yet, go to http://idgcentral.com. If you have lost your password, send an e-mail to globalcomm@idg.com. Or, to find the IDG Directory Notes database on your business unit's server, contact your IS team.

IPS Financial Controller **Michele Nealand**, who manages the directory part-time, is grateful to everyone who has provided listings, and she encourages more business units to send information to her at michele_nealand@idg.com.

noteworthy people


Bussgang

IDG WORLD UPDATE

Gross

IDG WORLD UPDATE

Schuman

IDG WORLD UPDATE

Balachandar

IDG WORLD UPDATE

Yee

IDG WORLD UPDATE

Landry

Promotions

CXO Media's **Lisa Stevenson** has been promoted from ad production coordinator to senior production coordinator. "Lisa has consistently demonstrated professionalism and a willingness to take on more responsibilities," said VP of Production **Chris Cuoco**. "Through a combination of her organizational skills and juggling many requests from the sales department and advertisers, Lisa has proven her success in multitasking and execution of her responsibilities. Her detail-oriented nature and diligence have been a significant asset to our department."

New employees

IDG Ventures continues to expand its Boston office by hiring General Partner **Jeffrey Bussgang**, the co-founder and former executive vice president of Upromise, Inc. He will focus on identifying new investment opportunities in the enterprise solutions and information technology sectors. Jeff has a B.A. in computer science from Harvard University and an M.B.A. from Harvard Business School. Outside the office, Jeff serves on the board of Facing History and Ourselves, an organization that helps students and teachers confront the complexities of history in ways that promote critical thinking and moral behavior.

The IDG News Service welcomes **Grant Gross** as its new Washington, D.C., correspondent. He was previously managing editor of technology news sites NewsForge.com and Linux.com. Grant has a B.A. in journalism and political science from the University of North Dakota. Recently engaged to be married in August, Grant is a Baltimore Orioles baseball fan and also enjoys live music, PC games and gardening.

Sales and Marketing Associate **Joanna Schumann** comes to IT Careers in Framingham, Mass., from Sports & Entertainment Direct where she worked as a national account manager. She graduated from Boston's Suffolk University with a B.S. in consumer psychology and marketing and enjoys golf, travel and hiking.

Sunitha Balachandar has been hired as a senior tax accountant with IDG Corporate Services. She previously held a similar role with Pricewaterhouse Coopers' corporate tax services group. A certified public accountant, she holds a B.A. in accounting from Meenakshi College in Chennai, India. Outside the office she enjoys reading and gardening.

CXO Media's new customer service coordinator is **Sarah Yee**, who comes to IDG from Key3Media where she was event creator/reports analyst. Sarah earned a B.A. in economics/math from Smith College, Northampton, Mass., and did postgraduate work at Brandeis University studying economics. Outside the office she enjoys movies, baking, cheering on the Boston Red Sox and is about one-third of her way through a quest to visit every Major League Baseball park.

Transfers

Previously Web producer at Network World, **Sean Landry** is now senior Web designer with IDC, handling the Web design of IDC.com. He earned a B.A. in communications with a minor in fine arts from Westfield (Mass.) State College and spends his free time playing with his three children.

Greco departs IDG World Expo

IDG World Expo President & CEO **Charlie Greco** resigned from the company earlier this month and will be going to Gartner Inc. as senior vice president of worldwide events. "Charlie spent nearly 20 years at IDG, and during five years leading IDG World Expo, Charlie rebuilt the business and made it one of the world's leading IT event management companies," said IDG CEO **Pat Kenealy**. "He leaves with IDG's thanks and best wishes."

A search for a replacement is under way. In the interim, World Expo's three vice presidents (**Donna Moschella**, finance; **Darryl Baker**, event services; **Rob Scheschareg**, sales, marketing and product development) will lead the business unit in conjunction with IDG CFO **Ted Bloom**.

IDG World Expo's next event is Bio-ITWorld Conference & Expo, March 25-27, in Boston.

Greeley

continued from page 3

nies because the shortcomings may not be readily apparent. Lastly, we will explore a handful of special situations, which include spin-outs of public company subsidiaries or buying intellectual property out of bankruptcy to start a company.

In general we take the perspective that we will be an investor for five to seven years. This is very different from investors' expectations in the late 1990s, which may have been one to three years. Given that commitment and exposure, deals are taking six to nine months to close. Everyone is being very cautious.

***Q* What is considered an acceptable rate of return in this environment?**

A Venture capital as an asset class has consistently over long periods of time shown superior returns to other benchmarks. In the late 1990s, venture capital had extraordinary returns, often times in excess of 100% internal rates of return. Today many venture firms will generate negative returns. Given where we are investing in the current cycle, we expect to show returns consistent with the historical venture capital indices of 20% to 25%. Of course, given all of the leverage of the various assets of IDG, [IDG Chairman] **Pat McGovern** expects that we will even exceed those results! Did I give you my number?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Richard Priante *Network World*

21

Magdalena Axelsen *IDG Denmark*

19

Wes Nihei *GamePro*
Iris Clench *IDG Australia*

Nihei

17

Deb Goldstein *IDG List Services*

16

Vicki Brown *IDC*
Nina Mattsoff *IDG Sweden*
Magda Zabala *IDG Spain*
Olga Fernandez *IDG Spain*
Vincent Half *IDG Netherlands*

15

Carol Prigent *IDG France*
Kevin Burns *IDG*
Dorothy Rosenthal *IDC*

14

Terri Schafer *IDC*

13

Cheryl Asselin *CXO Media*
Jeff Oterson *IDG Central Services*
Monica Capuzzi *IDG Italy*
Györgyi Birkus *IDG Hungary*
Alvaro Morenas *IDG Spain*

12

Elana Varon *CXO Media*
Raimon Gort *IDG Netherlands*

11

Jacqueline DiBianca *Network World*
Berend Harmens *IDG Netherlands*
Mieke Erkelens *IDG Netherlands*

10

Josef Kalasek *IDG Czech*
Colin Crawford *Mac Publishing*

9

Nicholas Kaufmann *IDC*
Jennifer Koppy *IDC*
Vladimir Vladkov *IDG Bulgaria*
Fred Driessen *IDG Netherlands*
Wim Gijse *IDG Netherlands*

8

Karin Myrén *IDG Sweden*
Gina Rowles *IDG Global Solutions*
Barbara Simon *IDG Australia*

7

Karen Fogerty *CXO Media*
Barbara Irvine *IDC*

6

Eliott Kirschling *PC World*
James Niccolai *IDG News Service*
Dennis Byron *IDC*
Jean-Luc Gonzalez *IDG France*
Akiko Bando *IDG Japan*
Kaoru Tamura *IDG Japan*
Patricia Josefek *Network World*

5

Kathy Powers *CXO Media*
Peter Bradley *IDG Global Solutions*
Kate McLucas *InfoWorld*
Scott Mendham *IDG Australia*

4

Alain Cro *IDG France*
Katerina Reblova *IDG Czech*
Stanley Chen *IDC*
Megan Colquhoun *IDG New Zealand*
Carina Mineur *IDG Sweden*
Stephanie Sanborn *InfoWorld*
Jörg Breit *IDG Germany*
Roman Maceška *IDC CEMA*
Iseult Bottoni *IDC U.K.*
Sherry Pedrin *GamePro*
Laurens Verhagen *IDG Netherlands*

3

Mary Wooldridge *CXO Media*
Bob Reagan *CXO Media*
Bud McLeod *PC World*
Michael Barry *IDC*
John Humphreys *IDC*
David Reinsel *IDC*
Andreas Hedberg *IDG Sweden*
Lee Gibbons *IDG Global Solutions*
Sherry Corcoran *IDG*
Thomas Yager *InfoWorld*
Jan Siroký *IDC CEMA*
Alan Taylor *IDC CEMA*
David Fernando *PC Advisor*
Teresa Whitehair *Network World*
Lauren Thompson-Moore *IDG Australia*

2

Kamil Pittner - *IDG Czech*
Hana Kucerova *IDG Czech*
Michael Collins *IDG*
Kimberly Tulman *IDC*
Régis Desprez *IDG France*
Klara Grivans *IDG Sweden*
Rozi Poor *IDG Hungary*
József Szigetvári *IDG Hungary*
Encarnacion Gonzalez *IDG Spain*
Fernando Ujaldon *IDG Spain*
Jill Fioretti *IDC*
Teruo Tomita *IDC Japan*
Cristi Brown *InfoWorld*
Sabine Jöchl *IDG Germany*
Toshiko Imabayashi *IDG Japan*
Ryo Okawa *IDG Japan*
Serene Wong *Computerworld Singapore*
Edana Kerzner *IT World Canada*
Jan Kirkzwager *IDG Netherlands*
Jan de Groot *IDG Netherlands*
Margreet Kwaks *IDG Netherlands*

1

David Zavadil *IDG Czech*
Ales Zika *IDG Czech*
Roberta Mellish *Bio•IT World*
Vincent McEntee *IDG Communications*
David Colford *InfoWorld*
Richard Gincel *InfoWorld*
Alex den Haan *IDG Netherlands*
Jutdith Kleefman *IDG Netherlands*
Gavin Verbeek *IDG Netherlands*
Jeremy Pell *IDG Australia*
Nadia Cameron *IDG Australia*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IT World Canada

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technology is an important sector for IT World Canada's future growth. "I also see the partnership as being a stamp of approval from IT World Canada for advertisers. It opens up doors for us to other advertising segments. We are also looking to expand into online and seminars and events and would like to emulate IT World Canada in both of those areas."

Six years old, the monthly *Biotechnology Focus* is Canada's leading life science magazine with a qualified readership of more than 10,000 in the pharmaceutical, health care and environmental sectors. The seven-year-old *Laboratory Focus*, sent six times a year to more than 24,000 readers, targets Canadian research and development management professionals, scientists and technicians. Promotive's Toronto-based staff of eight produces both publications and will remain employees of Promotive. Among the magazines' local competitors are the quarterly *Bio Business*, *Bio Tech* (five issues/year) and the quarterly *Lab Business* and *Lab Product News* (six issues/year).

For more information contact Terri Pavelic at terrip@promotive.net. WU

IT World Canada has been IDG's Canadian publishing partner since 1989. The Toronto-based company produces five IT titles: *ComputerWorld, Network World, CIO Canada, CIO's Governments' Review* and *IT Focus.*

In addition, the company maintains the country's leading online resource for Canadian IT professionals: itworldcanada.com. Its print and online information sources are complemented by a host of other services including trade shows, research, custom round tables, focus groups and list and e-list rentals.

celebrating 10!

Name
Keith Henry

Home
Horsell, Surrey, England

Joined IDC
August, 1991, as Sales Director, IDC U.K.

Career path since joining IDC
1992: Promoted to Regional Director, IDC U.K.
1997: Vice President, Global Selling EMEA
1999: Group Vice President, Global Selling EMEA
2002: Group VP, EMEA Sales & Marketing
2002: Chairman, IDC U.K.

Current title
IDC Group VP, EMEA Sales & Marketing, chairman, IDC U.K. I am responsible for strategy and execution of EMEA Sales strategy including EMEA marketing and sales operations. Direct operational management of Global Selling EMEA Major Account team, IDC Germany and IDC Benelux. Global Sales advisor for IDC worldwide regions.

Most challenging part of your job
Working with IDC account teams to execute effective global selling strategies with increasingly complex client organizations in a way that is positive for everyone – externally and internally!

Best part of your job
Building long-term close relationships with colleagues and clients around the world that are professional and then also become social.

Best compliment you've ever received on your work?
A beautifully engraved but heavy Tiffany clock that IDC's CEO **Kirk Campbell** had to personally carry all the way from Boston.

Best piece of advice you've ever received?
"Be hard on the issues – but soft on people!"

Family
My wife Roya and I have two sons: Kian,10, and Armon, 7.

What ability do you wish you had that you don't have?
I wish I had studied languages. I am envious of many of my European colleagues who diplomatically switch to English when I join their meetings.

Dream destination
To return to the gates of the ancient world: Persepolis, Persia

Five people — living or dead — you'd invite to a dinner party
Bob Dylan, Lord Byron, Catherine Zeta-Jones, Andre Agassi, Nostradamus

*IDC's **Keith Henry** (left) was the guest of IDG Chairman **Pat McGovern** at a dinner at London's Ritz-Carlton honoring his 10 years of service to the company.*

Most difficult decision you ever had to make
Leaving Dataquest in 1991 to join IDC — but I am glad I did!

As a kid, what did you want to be when you grew up?
A racehorse owner (I still do!)

Possession you'd grab if your house were on fire
My favorite tennis racquet and a few old trophies.

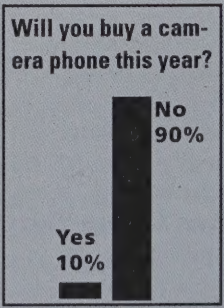
Favorite vacation spot
Sardinia – crystal clear sea, white clean sands and a very long Italian lunch!

Manager's profile
"Keith has made an incredible contribution to the region over his decade with the company, having the drive and enthusiasm to tackle whatever has come his way. From his time as U.K. general manager through to his current EMEA roles (which are many), Keith has driven sales higher, improved office efficiencies and created a truly networked sales team that continues to outperform expectations, which has led to us being the fastest-growing region worldwide."

— *Roberto Masiero, president, IDC EMEA*

Question of the week

Not too many early adopters in last week's crop of respondents! Asked if they would purchase a camera phone this year, 90% of respondents said no.



Go to IDG World Update Online (www.idgworldupdate.com) and vote on this week's question: Would you shave your head for $100, $1,000, $10,000 or Not a chance!

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Ann Roskey *Accela Communications*
Meryl Salter *IDC U.K.*
Jason Tyler *IDC*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG World Update

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PC World celebrates two decades of publication

PC World's March 2003 issue marked the company's 20th anniversary and to encourage a warm and fuzzy feeling among employees each was presented with a logo-emblazoned fleece pullover and treated to sushi and champagne. The anniversary issue took the 20 theme and ran with it, with stories such as "20 Products We Love" (from a miniature MP3 player to a 24-in. LCD monitor), "20 Days Without a PC" (remember using the library? an IBM Selectric?) and "20 Things You Didn't Know Your PC Could Do" (including waking you up and making your coffee).

IDG WORLD UPDATE

PC World employees show off their new commemorative fleece wear. (L-R): PCW President & CEO ***Jeff Edman****, Editorial Assistant* ***Felicia Williams****, Senior Editor, Here's How,* ***Michael Lasky****, and Senior Editor, News,* ***Denny Arar****.*

Here are 20 things you may not have known about *PC World*.

1. URL: www.pcworld.com
2. Number of remote offices: 6
3. Current number of employees: Just over 130
4. Employees pictured in first issue: 49
5. Number of pages in first issue: 324
6. Number of pages in 20th anniversary issue: 168
7. Number of editorial awards won in 2002: 101
8. Number of e-mail newsletters: 9

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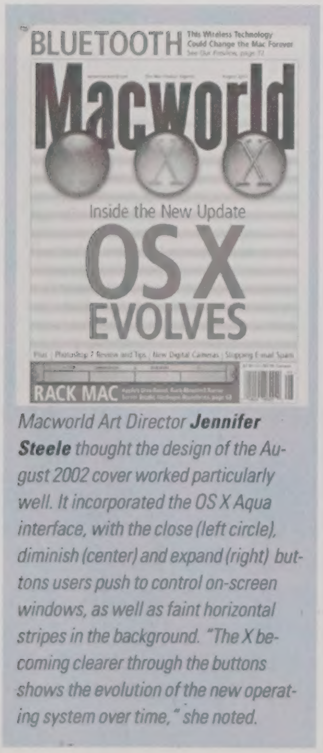
What makes a great cover?

Cover lines, imagery, color — and teamwork — all combine to make it work



Macworld Art Director ***Jennifer Steele*** *thought the design of the August 2002 cover worked particularly well. It incorporated the OS X Aqua interface, with the close (left circle), diminish (center) and expand (right) buttons users push to control on-screen windows, as well as faint horizontal stripes in the background. "The X becoming clearer through the buttons shows the evolution of the new operating system over time," she noted.*

When it comes to selling magazines, forget what your mother told you: It's all about judging covers.

According to the IDG experts who create them, covers have just seconds to lure newsstand readers. "Everything starts with the cover lines; they're the most important element," said *PC World* Creative Director **Robert Kanes**. "The cover has to be quick, clear, highly graphical, and, in our case, deliver an obvious service benefit such as 'free,' 'tips,' 'best' or 'useful'."

PC World holds monthly editorial planning meetings at which the editors determine the content for upcoming issues. Potential cover lines for the five to eight stories featured on the cover are then written by Editor-in-chief **Harry McCracken** (see sidebar p. 5). The San Francisco-based monthly then tests potential covers and cover lines for two months using an online survey vendor, a more cost-effective method than 'intercept studies,' where people buying a copy of *PCW* at a newsstand are stopped and asked for their opinions on possible future covers.

Kanes said the *PCW* polls were initially modeled on *PC Advisor*'s Web-based reader panels in the U.K. (see *IDG World Update*, June 18, 2001). *PCW* holds focus groups only for major projects such as magazine redesigns. "Generally, they're too expensive and time-consuming for cover testing. With online we get our data back within a week," he said.

CIO Executive Director, Art & Design **Mary Lester** said her controlled-circulation publication does not currently test or survey potential covers. "We recently did a review of last year's covers with our cover team and noted what worked, what didn't and what we want to do more of," she said, adding that they also get feedback from readers at small discussion groups held at *CIO* conferences.

When it comes to the elements used on the cover,

continued next page 4

in brief newsworthy

NW's John Gallant, Executive Forums' events earn kudos

VORTEX | 2002
IDG EXECUTIVE FORUMS
DEMOmobile

Above, **John Gallant** (right) moderates the Thought Leaders panel at last year's VORTEX. At right, **Chris Shipley** (right) and Amy Francetic at last year's DEMOmobile.

Network World's **John Gallant** was named Best Host in 2002 and IDG Executive Forums's DEMOmobile took home honors as Best Conference in 2002 from Conferenza, Inc. (www.conferenza.com).

Gallant, Network World president & editorial director, has served as executive producer of IDG Executive Forum's VORTEX conference since 2001 and was named Best Host for his work on the annual event. He was cited for "doing his homework and using a non-confrontational style that often gets executives to reveal more than they intend."

DEMOmobile, produced and hosted by **Chris Shipley**, executive producer and editorial VP, IDG Executive Forums, tied with Pop!Tech for Conferenza's Best Conference in 2002 for "finding 35 neophyte products that showed promise during the bleakest of times."

In addition, *Business 2.0* magazine named VORTEX, DEMO and DEMOmobile among technology conferences not to be missed in 2003 in an article entitled "The Best: Where to Schmooze in 2003" that appeared in its February issue (www.business2.com). The article said that "Gallant attracts a first-rate roster of telecom and data industry pooh-bahs and shakes them up with his playful but tough questions," while DEMO and DEMOmobile were recognized for "looking for the hottest high-tech products under development."

DEMO is currently taking place (Feb. 16-18) in Scottsdale, Ariz. The next VORTEX conference will take place May 18-20 in Dana Point, Calif, and the next DEMOmobile is scheduled for Sept. 17-19 in La Jolla, Calif.

For more details, contact *NW* Senior Director/Marketing **TerryAnn Croci** at tcroci@nww.com or visit www.idgexecforums.com.

Coming up

Computerworld Premier 100 Leaders Conference
Feb. 23-25
J.W. Marriott Desert Ridge
Scottsdale, Ariz.
www.computerworld.com/p100

IDC IT Security Roadshow
Feb. 27
Warsaw, Poland
www.idc-cema.com/events

Network World Technology Tour: Wireless LANs
March 4
Washington, D.C.
www.nwfusion.com/events/wlan

Network World Technology Tour: Wireless LANs
March 6
Grand Hyatt
New York
www.nwfusion.com/events/wlan

U.S. Media Management Institute
March 10-12
Costanoa Coastal Lodge
Pescadero, Calif.
Contact: **Laurie Parsons**, IDG HR
laurie_parsons@idg.com

PC World

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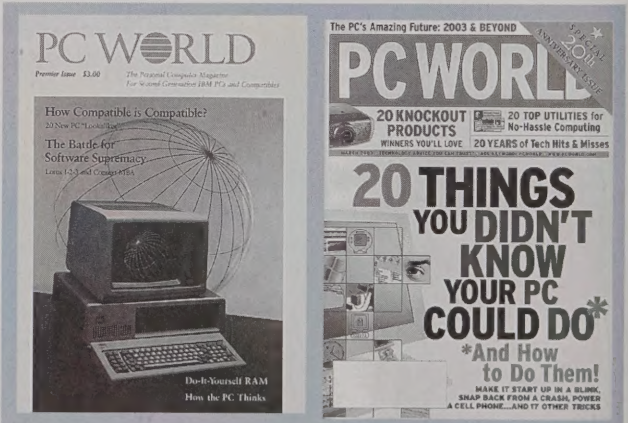
9. Number of readers reached per month: 6,079,000 (IQ CIMS v9.0 - Average Issue Audience)
10. Original tagline: "The Personal Computer Magazine For Second-Generation IBM PCs and Compatibles"
11. Current tagline: "Technology Advice You Can Trust"
12. Target audience: Tech-savvy managers
13. Number of print redesigns: 5
14. Original cover price: US$3.00
15. Current cover price: $6.99
16. Number of international versions: 60
17. PC World Test Center launched: 1991
18. Number of unique visitors to pcworld.com in December 2002: 3,416,899
19. First home: In offices originally occupied by a soap factory
20. Founded by David Bunnell


PC WORLD
How Compatible is Compatible?
The Battle for Software Supremacy
Do-It-Yourself RAM
How the PC Thinks
The PC's Amazing Future: 2003 & BEYOND
PC WORLD
20 KNOCKOUT PRODUCTS
20 TOP UTILITIES for No-Hassle Computing
20 YEARS of Tech Hits & Misses
20 THINGS YOU DIDN'T KNOW YOUR PC COULD DO*
*And How to Do Them!

PC World first issue debuted March 1983 to serve the needs of early PC users. Twenty years and five redesigns later, the magazine is No. 1 in its market.

"The past two decades have brought a world of changes for the computer industry, and *PC World* has been through them all, constantly adapting to the needs of tech-savvy managers," said PC World President & CEO **Jeff Edman**, who's been with the company for all but three years of its life. "We were one of the first, and we're one of the few that have survived. Here's to 20 more years!"

the interview

one on one

IDG CEO ***Pat Kenealy*** *is this week's columnist. Reach him at pk@idg.com.*

"IT advertisers will increase advertising levels 1) when they feel that IT spending flows are beginning to increase, 2) when they have new products to advertise and 3) when they (and their advertising agencies) are reminded of the power and effectiveness of advertising. IDG can help the most on numbers 1 and 3."

Q Five months into your new job, has anything surprised you? What's your big-picture take on where the company stands now?

A I've had no big negative surprises since September, but I've been pleasantly surprised by the strength of IDG's brands and its people. I'd love a positive surprise from the U.S. or the European economies this year but am not counting on one. My big-picture view is that IDG and the IT industry are in the low points of two cycles, the macroeconomic cycle and the technology innovation cycle. Economic cycles are pretty predictable, and IDG has lived through many. Technology cycles or "waves" are similar. In the past, as one technology wave declined (or crashed on the beach!) it was followed by another. Mainframes gave way to minicomputers which gave way to PCs which gave way to the Internet. In the U.S. and Europe, the IT market is between the Internet wave and the next wave of information technology. The market is waiting a bit to see whether wireless computing, bio-IT, home automation, embedded computing or some other trend(s) define the next wave. Our challenge is to make sure IDG is solidly profitable where we are in the cycle today so we can invest in serving those upcoming waves. I think we have the people and financal resources to do so.

Q IT companies have been getting by with far fewer ad pages than ever before. What will make them decide to return to their old ROP advertising spending levels?

A IT advertisers will increase advertising levels 1) when they feel that IT spending flows are beginning to increase, 2) when they have new products to advertise and 3) when they (and their advertising agencies) are reminded of the power and effectiveness of advertising. IDG can help the most on #1 and #3.

Q Are there any plans to relocate IDG's corporate offices to San Francisco?

A No, but the importance of a central decision-making body at one central office is lower than ever at IDG. The big decisions at IDG are made by the individual IDG units, with input from their Operating Review Boards, delivered at local or regional meetings. When I'm not on the road, I split my personal "office" meeting and e-mail time between Boston and San Francisco, and to a lesser extent London and Framingham. I try to stay fairly accessible, but there is such a thing as too many frequent flyer points.

Q How often do you intend to visit various IDG offices outside the U.S.?

A I was in Europe more than once a month in my first five months on the job. I'm off to Asia this week and will spend a lot of time there in fiscal Q2. Much of my "inside-IDG" travel in the first half of the fiscal year is really to prepare for customer-facing travel in the second half of the year. I've been re-learning our products and competitive situations around the world and re-meeting our business unit leaders so better to listen to our biggest global customers and better to explain IDG to them. Most of what our customers hear should come from our business units, but sometimes there needs to be additional senior contact, and I want to be knowledgable enough to be helpful.

Q You've stated that addressing issues related to *Computerworld* and *InfoWorld* in the U.S. are high priorities. Now that Kevin McKean has been named CEO of InfoWorld, we will be hearing more news about these two publications?

A Yes, but from them, not from me! I promise to return to this topic in my next column or two, but don't want to jump the gun competitively. Having just spent three months studying IDG's four U.S. enterprise IT publications with the help of some of IDG's best minds, let me say only that IDG's four U.S. enterprise IT publications offer better solutions to readers and advertisers than the "one big book" solutions offered by our U.S. competitors.

Q I read in *World Update* about the recent meeting of the IS Council — revitalized at your suggestion. Do you envision a return of other functional or product line meetings this year?

A Yes, but probably product line meetings before functional meetings. We'll also spend some extra time this summer making sure our U.S. enterprise IT publication sales teams are better at explaining the differences and synergies between their products.

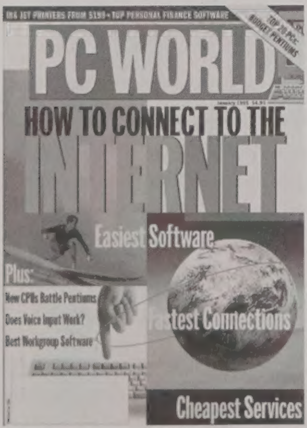
Q What are the top three to five business publications you try to be sure to read each week?

A I've never subscribed to fewer than 20 magazines in the last 20 years. I add a new group of magazines each year and dump another. I'm ashamed to say that I dropped all the business mags but *Forbes* and *Fortune* a few years ago, when I began getting the "lads" magazines (*Gear*, *Stuff*, etc.). A few of my perennials: *New York Magazine*, *Popular Science*, *GQ*, *Newsweek*, *This Old House* and *The New Yorker*.

Tips for creating best-selling covers

PC World VP Consumer Marketing **Shawne Burke Pecar** said *PCW*'s best-selling issues have followed these rules from Time Inc.'s Newsstand Cover Test Research:

- High-contrast covers sell more.
- The main headline should be concise and easy to understand.
- Main headlines should be right-aligned.
- Clean, clear covers are better than cluttered covers.



PCW's best-selling issue ever featured a cover story on Windows and used stock art that included a photo of a surfer, but other covers with photos have done less well.

Covers

continued from page 1

PCW uses its logo, 'rooflines' and 'skyboxes' across the top as entry points to the cover and as a platform to showcase more photos of hardware products, which particularly appeal to the newsstand buyer. Bold colors heighten the typography.

When deciding whether a photo, illustration or concept is the best to convey the essence of a cover story much depends on the cover line. "If you're packaging a big review or an upgrade piece, then obviously you'll be photographing hardware," Kanes said. "If it's software-related or consumer advocacy, then it's likely to be conceptual or illustrative." Potential *PCW* cover designs are vetted by a committee consisting of the monthly's editorial director, editor-in-chief, creative director, associate art director, director of consumer marketing, single-copy sales director and CEO. The decision on the final design is consensus-driven.

The winning design, Kanes said, makes the cover lines "pop" and read as clearly and quickly as possible. "If you'd feel good about leaving it out on your desk or coffee table, then you've probably made an emotional connection with the magazine that's reflected in the cover treatment."

The composition of a *CIO* cover is largely driven by the number of cover lines that need to be included, Lester said. "These days, more cover lines seem desirable. The image must allow for clarity of the words and clear legibility. The content of the issue has to be clear and compelling to the reader, so the image has to be dynamic, dramatic, but very simple in composition to pull this off." Generally that means one clear object or person on a simple background that provides good contrast for the type.

However, a publication must play to its readership. *GamePro*, read largely by teenage boys, has extremely busy covers, averaging nearly 100 words. IDG Games Media Creative Director **Francis Mao** said many focus groups have told them that seeing a great deal of content on the cover makes the magazine more enticing because they believe it must be "jam-packed with information."

Macworld Art Director **Jennifer Steele** said she thinks of the following three things when creating a cover: cover lines, imagery and color. The most important consideration remains grabbing the reader's attention quickly.

"We have several points of entry for the reader," she said. "But it's the *Macworld* logo that catches people's eyes first because we're such a recognizable brand. The very top of the magazine also holds a main cover line to get the reader interested in the content. Sometimes this is all they'll see on the newsstand, and it's important we convey a quick, solid message."

*PC World Creative Director **Robert Kanes** with some of the covers he's designed in almost 18 years with the company.*

While *PCW* frequently uses illustrations or conceptual graphics, conventional photographs sometimes get worked into the mix — with varying results. *PCW*'s best-selling issue ever featured a cover story on Windows and used stock art that included a photo of a surfer (see cover below, left), but others have done less well. "It's hard to tease apart the reasons after the fact," Kanes said. "We've done the full gamut of things in both photography and illustration, and it's not always self-evident what the correlation to sales is. In general, it's probably less successful for us to run a photo of a person as opposed to a product. A real, concrete product is a better call for our audience."

He said *PCW* does best as an impulse purchase at newsstands in airports and superstores, where it is displayed "full-face" to show the entire cover. "We try to figure out why some things work and others don't, but it's not always apples to apples. Our competitors could be offering polybagged CD-ROMs that month or some other premium. There are many variables." He said price matters less than they had thought. "It's always a concern when we raise it, but it doesn't seem to be a huge factor in the decision making process of these impulse buyers."

Beyond the sales efficiency reports of *PCW*'s distributor he said *PCW* also looks at overall readership scores for the issue ("If they pick up the magazine faster, they may be more motivated to read it thoroughly"), and peer recognition such as awards that offer validation of editorial and creative choices.

For details contact Kanes at robert_kanes@pcworld.com, Lester at mlester@cxo.com, Steele at jennifer_steele@macworld.com and Mao at fmao@gamepro.com.

IDG

February 17, 2003

Conference Content Specialist/Manager (CXO)

This position will be responsible for content development of individual programs or events. This includes researching and developing conference themes and session content, researching and recruiting speakers for conferences (CIOs and other C-level executives, industry gurus, authors, academics), writing and developing initial conference and session descriptions, assisting in onsite program management at all events, providing all necessary speaker support, and coordinating conference activities and responsibilities with CXO editorial. Success in this role depends on excellent communication and organizational skills, ability to interact with senior-level executives, and knowledge of key issues of concern to CIOs/CXOs. Background in writing/researching articles of interest to senior level technology executives required. Ideal candidates will possess 3 - 5+ years related experience and a Bachelor's degree in journalism, business or technology or equivalent work experience. Must be able to travel. ***Location: Framingham – MA***

Contact: T. Bureau, Fax: 508-875-4489, Email: tbureau@cxo.com

Research Director, Enterprise Applications (IDC)

The Software Research Group is looking for a dynamic individual who is knowledgeable about enterprise applications to assume a research director position with its Enterprise Applications program. This individual will be responsible for taking a leadership role in the Enterprise Applications Program at IDC: an established Program with a large client base and diversified client deliverables. Solid knowledge of the enterprise applications business acquired through experience with an applications vendor or as an analyst covering enterprise applications. Ability to collaborate with IDC analysts responsible for worldwide and regional views of applications markets. Recognized in the industry for thought leadership on the future of enterprise applications with a demonstrated ability to attract clients and consulting opportunities. Ability to lead and motivate a distributed team of analysts. B.A. degree required, MBA is desirable. Minimum of 10 years of Industry Experience. ***Location- Framingham, MA***

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Research Analyst, Telecom Services (IDC)

IDC's Communications Research Group is seeking a Research Analyst to cover key the telecom service provider market including local and long distance providers, and other telecom companies. The Analyst will be part of a team providing insightful research, analysis and guidance on key market trends to clients. The analyst will be responsible for conducting research, analysis including market sizing, and producing multiple documents on a monthly and quarterly basis to fulfill the requirements of the Residential Telecom Program. Client interaction and responding to inquiries is an integral part of the analyst role. The analyst will be responsible for assimilating industry information, provide advice and guidance to clients, and developing relationship with industry and vendors and the press. ***Location- Framingham, MA***

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idg.com

Staff Accountant (IDC)

IDC'c Finance Department is seeking a Staff Accountant will be responsible for maintaining the integrity of IDC's financial reports for both IDC and it's operating subsidiary. This Accountant will be responsible for Domestic Billing, International Billing, as well as Account Reconciliation. In addition, the individual will assist with month end closings, and be a tax liaison with the IDG Tax Group. There is consistent interaction with both internal and external clients via e-mail, phone, and fax. A Bachelor's degree, or equivalent course work related to accounting is required along with 2 + years of relevant experience. In addition, the individual must be detail oriented, have experience working successfully in a fast paced team environment with strong customer service skills. Knowledge of Excel and Accounting software is a plus. ***Location: Framingham – MA***

Contact: G. Lawrence, Fax: 508-935-4432, Email: glawrence@idc.com

Inside Sales Representative (IDC)

The Inside Sales Representative, Sector Accounts, will function as an inside liaison between the client base and the Sales Executives in the Enterprise Sector Account team. In addition to sharing the management of incoming leads (intake and qualification), the ISR will be responsible for selling reports, managing ten major accounts and one major area for selling reports, selling Continuous Information Services to smaller accounts, and hold some new business development responsibility. Requirements for the position include 2-3 years demonstrated success in a professional services or information technology research inside sales position, strong project management skills, the ability to work collaboratively, and experience working with Microsoft Windows, Excel, and PowerPoint. A Bachelor's degree or equivalent academic experience is preferred. This position requires very limited overnight travel and is based in IDC's Mountain View, CA office.

Contact: I. Juhola, Email: ijuhola@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Tips on the art of creating cover lines

PC World Editor-in-chief **Harry McCracken** offers these tips on creating cover lines.

- The best cover lines are ones that take a popular topic and make it instantly appealing.
- Be specific rather than vague, but broad enough that just about any prospective reader might be interested.
- Fresh spins on evergreen subjects are great, but trying to be cute almost always hurts. It's far more important to be clear than to be clever.
- Good cover lines and good cover design are so closely related that it's hard to have one without the other. The words should play off the art and vice versa.

These notions can be seen at work in many of *PCW*'s most popular cover stories, he said, such as "The Best Free Stuff Online (March 2002)," "The Complete Troubleshooting Guide" (April 2001) and "How to Fix the Most Annoying Things About PCs, Windows, and the Web" (October 2002). (The last one breaks another rule of cover lines by being wordy, McCracken said, "but that's fine. If you never try breaking a rule, you get stuck with the same old topics, and most topics have finite shelf lives.")

PC World's collaborative culture means that lots of staffers generate ideas that turn into cover stories, he said. The March 2003 cover story, "20 Things You Didn't Know Your PC Could Do," was proposed and named by Associate Editor **Eric Dahl**.

For details contact McCracken at harry_mccracken@pcworld.com.

Real executives bring credibility, challenges to creation of CIO covers

While a controlled-circulation magazine like *CIO* enjoys a more captive audience than those publications vying for attention at the newsstand, well-designed covers, often featuring people, motivate the reader to investigate the contents within.

CIO
NOW INTEGRATE IT ALL FOR
HOMELAND SECURITY

"We talk about whom to shoot, whether to shoot in a location or against a neutral background, what the appropriate tone of the image should be, expressions, gestures, props if appropriate, what the subject should ideally wear," said Executive Director, Art & Design, **Mary Lester**. After the shoot, several *CIO* editors and designers review the images, looking for the right expression and body language. Editor-in-Chief **Abbie Lundberg**, Managing Editor **David Rosenbaum** and Lester sign off on the final cover making sure that "the words are right and the layout looks smart and everything is clear and legible," Lester said.

A great photo subject has nothing to do with looking "model-perfect" and everything to do with being confident and authentic before the camera, she said. "Interesting faces with a glimpse into the inner psyche make great covers. But, despite our careful planning, the subject of our shoots have a great deal of control over the final outcome."

Subjects can opt not to pose the way *CIO* would like, not sling their jacket this way or that, or refuse to travel to be shot against a particular landscape. Asking them to do anything with a prop or to adopt a particular expression – "other than 'smart'" – can be a risk. "So you learn to manage expectations and lay the groundwork for the best outcome," Lester explained. "We're working with real people with real egos and demanding schedules. You can get more 'attitude' and 'personality' with models sometimes, but unfortunately, you get none of the credibility we want."

The "Homeland Security" cover (Dec. 1, 2002) presented its own challenges, she said. "[The CIOs for Treasury and the Office of Homeland Security] are pretty busy guys these days, and we felt fortunate that they agreed to a photo shoot at all," Lester said. "We had dreams of getting a photo outdoors in Washington, D.C., on a beautiful fall day, but the reality was they had busy schedules and some security concerns. So Plan B: a black backdrop inside their building, security clearance for the photographer, and an efficient photo shoot all around, art-directed by Senior Designer **George Lee** who gave us great drama and just the right tone. And great cover lines that pop."

CIO
THE TRUTH ABOUT CUSTOMER REFERENCES
How Sweet Deals Can Be Rotten Business ...

"The Truth About Customer References: How Sweet Deals Can Be Rotten Business"(Aug. 1, 2002) was about a controversial subject, Lester said, one that didn't lend itself to putting a particular person on the cover. "We made sure the language was powerful and clear. The apple image was challenging to nail down, and [Art Director] **Terri Haas** learned a lot more about varieties of apples and worms than she cared to. The end result works beautifully, makes the point, and is visually arresting." WU

Behind the scenes at a *Macworld* photo shoot

Before a photo shoot *Macworld* Art Director **Jennifer Steele** thinks about how the subject matter — usually hardware — will be lit and the composition of the cover. She usually sends the photographer the materials to be shot for the cover ahead of time and a rough idea of how the final cover will look. Much of the actual shoot, which can take all day, is spent setting up and adjusting the lighting and perfecting the set.

"Then we shoot test Polaroids until we get the composition and lighting correct," she said. Those Polaroids are scanned on-site and imported into a Quark template layout of the cover Steele brings with her to the shoot, and adjustments are made accordingly. "The photographer and I go back and forth until we're both happy," she said, and then they shoot the final cover on film.

While a shoot can often take all day, during a shoot of Apple Computer, Inc.'s latest G4 laptops at Macworld Conference & Expo last month, Apple gave Steele only two hours with the products. Fortunately, the shoot was done digitally, which takes less time because there are no test Polaroids involved. "We can change the composition immediately because you can drop an image right into your layout and see if it works or not," Steele said. "I still think film is best, especially for studio work, although digital's getting better and better."

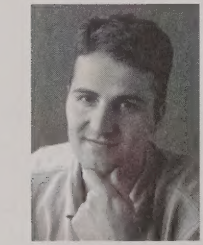
Next comes the secondary process of color correcting the cover photo in Photoshop, adding any other elements, then presenting two versions of the final cover — possibly with different color scenarios — to *Macworld* Editor-in-chief **Rick LePage**, Editor **Jason Snell** and President/CEO **Colin Crawford**. Once the final cover has been decided, it goes to press, and the process starts again. WU

noteworthy people

ALBERTO CAPOLINO

Kotwica

Bass


Berinato

Quigley

Promotions

CXO Online Research Manager **Kathleen Kotwica** has been promoted to director of online research. "'K2' leads CXO's online content/research work for CXO," said Senior VP, Online, **Tim Horgan**. "Her leadership in developing and refining the underlying taxonomies for *Darwin*, *CSO* and *Bio•IT World* let us develop and launch them in an amazingly short time and then let us continue to refine and extend each. K2 is one of IDG's experts in information architecture and one of the forces behind the success of our online efforts."

Associate Designer **Alberto Capolino** has been promoted to designer at CXO Media. "Alberto designs intelligent, compelling feature layouts and creates powerful infographics," said Executive Director, Art & Design **Mary Lester**. "He works closely with several others to design Trendlines with a special emphasis on the By The Numbers Page. He created the design for our regular Case Files features. He negotiates with outside artists and shoots photos himself for the magazine."

CXO Design Group Assistant **Rachel Barnett** has been promoted to design operations specialist. "Rachel has not only brought true organization to the group, she has done so in a way that is seamless, professional and dead-on reliable," said Executive Director, Art & Design Mary Lester. "She also assigns art and lays out the Emerging Technology section along with the Letters page. She takes photos that we use in the magazine, saving us scads of money and is instrumental in photo research, searching for available images when possible, which also saves us money. She is the ArtTrax database champion, helping us to keep track of all our artists and our expenses."

News and Information Assistant **Lori Piscatelli** has been promoted to News and Information Associate at CXO Media. Said **Susan Watson**, News and Information VP, "Lori's impressive portfolio of work includes Executive Policy Forum panelist recruitment; managing CXO Media's half-million dollar contract for the Critical Infrastructure Assurance Office (CIAO); and coordinating security-focused sessions at Executive Programs. She is working with Custom Publishing on an emerging venture with Harvard University's Center for Public Leadership and CIAO, as well as supporting our *CSO*-brand-building efforts at Secret Service-led Electronic Crimes Task Forces meetings across the country."

CXO Marketing Coordinator **Sarah Crowley** has been promoted to marketing communications associate. "Sarah has taken on new responsibilities including project management, copy writing and graphic design," said **Sue Yanovitch**, marketing communications director. "Projects she has managed include the 2003 CIO Media Kit, CSO identity system, CXO Media 2002 Roadshow, Strategic Directions collateral, monthly Editorial Previews, and premium research and procurement. She also maintains the external information sites where *CIO* and *CSO* information resides."

Jon Frappier has been promoted from user support specialist at CXO Media to senior user services specialist. "Jon's dedication to results and thirst for knowledge is a consistent positive influence on the IS team and across CXO," said **Rick Broughton**, VP/CIO. "Jon has grown in his role and through his interaction with every department personifies the goal of excellence in customer service. In his expanded role Jon will continue to take on more project-based roles in addition to his support responsibilities. He's already been instrumental in projects such as asset management, spam filtering, and our new OS rollout."

CXO Senior Editor **Alison Bass** has been promoted to executive editor. "Since coming to CXO from *The Boston Globe*, Alison has brought to bear her news chops and investigative instincts in helping develop more high-impact stories for *CIO*'s readers," said **Lew McCreary**, executive VP, Editorial. "She shepherded last year's boffo end-of-year "How To..." issue. And she runs an idea group that consistently turns out high-caliber topics and angles for the magazine. Her near certainty that most sources probably have at least a little something to hide is a refreshing asset for a publication rapidly transcending its largely congenial journalistic roots."

CXO Senior Writer **Scott Berinato** is now a senior editor. "Not exactly Mr. Congeniality himself, Scott has both scourged vendors ("Basically, software sucks," he wrote in a recent lead) and stiffened the spines of users for both *CIO* and *CSO*," said Executive VP, Editorial Lew McCreary. "Besides writing ambitious features at a breakneck pace and contributing to the Alarmed columns that run on both CIO.com and CSOonline, he is also a budding humorist, steganographer [one who practices the science of embedding hidden messages] and quizmaster, a talent he showcases for *CSO*'s endpage, Debriefing.

New employees

IT World Canada has hired **Vicki Quigley** as a marketing communications specialist. She comes from the PR firm Goodman Communications where she was an account executive. She has a B.A. in journalism from Ryerson University in Toronto and has a Post-Diploma Certificate in corporate communication from Seneca College of Applied Arts and Technology in Toronto. Vicki is an apprentice dog trainer, works as a Big Sister and enjoys running and tennis.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Carl Marchi *Computerworld*

16

Penny Stevens *IDG*
Susan Collins *Network World*

15

Gregg Pinsky *Computerworld*
Clare Gillan *IDC*

14

Lucy Chaudhuri *IDC U.K.*

13

Nieves San Roman *IDG Spain*
Pilar Tejero *IDG Spain*

10

Mike Mutrie *Computerworld*
Joan Kelliher *IDG*
Diane Hacker *PC World*
Doni Moore *IT World Canada*

8

Trino Ramos *PC World Latin America*
Elinet Medina *PC World Latin America*
Richard Dean *IDC*

7

John Bosso *Computerworld*
Michael Carbonneau *IDC*

6

Grace Aquino *PC World*
Rob Colraine *IDC Canada*

5

Beth Ramistalla *CXO Media*
Robin Giang *IDC Hong Kong*

4

Ernesto Cordero *IDG*
Weili Su *IDC*
Kei Hiraide *IDG Japan*

3

Alberto Capolino *CXO Media*
Rhonda Goodman *CXO Media*
Todd Hall *IDG*
Bree Charlton *IDC Australia*
Su-Tsen Wu *IDG*
Ursula Seymour *PC Advisor*
Nico Urbani *IDC U.K.*
Cara Peters *Network World*

2

Joe Destafano *Computerworld*
Julie Rahal *IDC*
Kirk Mitchener *IDC*
Keith Therrien *IDC*
Ronald Greco *IDC*
Kristina Andersson *IDG Sweden*
Susanne Borggren *IDG Sweden*
Carmen Lancho *IDG Spain*
Lorinda Witham *IDG*
Irene Mayr *IDG Switzerland*

1

Don Rosette *IDG World Expo*
Nicolai Tejlgaard *IDG Denmark*
Laura Pitt *InfoWorld*
Jill Roter *PC World*
Andrea Mason *Macworld U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Address change

IDG Poland has moved to the following address:

IDG Poland S.A.
ul. Jordanowska 12
04-204 Warsaw
Poland

In addition, the first four digits of the Warsaw phone numbers have changed from 6110 to 3217. The new numbers are:

Tel: +48-22-3217-800
Fax: +48-22-3217-888
IDG Poland General Manager
Kazimierz Szot: +48-22-3217-960

what's working

Lunchtime program helps IDC Canada analysts hone presentation skills

IDC Canada Country Manager ***Michael O'Neil*** *(right) presents the Coordinator Certificate to* ***Jason Bremner*** *upon his successful completion of the Speechcraft program at IDC Canada.*

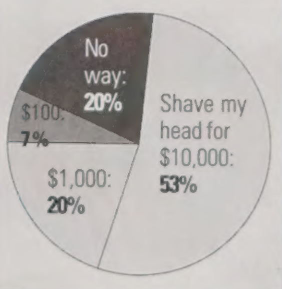
Presentation skills are an important part of the skill set for IDC analysts. Which is why, according to **Stan Peck**, IDC Canada director, Access Group, a group of 14 of his colleagues recently participated in a Speechcraft program from Toastmasters International.

Led by IDC Canada Program Manager, Outsourcing Services **Jason Bremner**, along with assistance from Peck and members of a local Toastmasters Club, the group met once a week for eight weeks over lunch and practiced giving both prepared and impromptu presentations. The program stressed the importance of conviction, gestures, word choice and timeliness in effective public speaking. According to Peck, participants found the program both useful and a lot of fun.

Peck and Bremner said they would be happy to share their experiences with any office interested in setting up a similar program. Reach them at speck@idccanada.com or jbremner@idccanada.com. More information is also available at www.toastmasters.org. WU

Question of the week

Would you shave your head? The majority of respondents to this week's question would, if the price were right! 53% would do it for $10,000, 20% would for $1,000 and 7% would for a mere $100; 20% said "no way!"



Vote on this week's question at www.idgworldupdate.com: If you had a choice of being very good looking, very smart or very rich which would you choose?

celebrating 10!

Name
Karen Wilde

Home
Oakland, Calif.

Joined IDG
Nov. 22, 1991, as a Marketplace Rep at *Publish* magazine.

Current title
Regional Manager, Network World where I'm responsible for sales in Utah, San Francisco's East Bay and several named accounts including Intel, Novell, Peoplesoft, AMD, 3Com and Apple.

Best part of your job
Selling a product I am proud of.

Latest accomplishment
Becoming a mother to Nicholas Charles Wilde.

Career highlight
Network World becoming second in market share behind *Information Week*.

Most memorable thing that's ever happened to you at work?
Following, like a child behind the Pied Piper of Hamelin, [former IDG President & CEO] Kelly Conlin who dressed like a bandleader and led a high school marching band around the ballroom at the Hotel Del Coronado in San Diego at the company's annual sales meeting in 1999.

What's kept you at IDG for 10 years?
Great products, great benefits, great management and four weeks of vacation!

Best way someone could compliment you on your work
Give me a big raise.

Best compliment you've ever received on your work
Network World management standing behind me when I was unable to work for two months due to illness.

Best piece of advice you've ever received?
"Get it in writing!"

Interests outside the office
My family, home decorating, reading and classic films.

Family
My husband Kurt and I have a son Nicholas who is 20 months old and Chloe, our 6-year-old pound pooch.

Most rewarding thing you've ever done
Quit smoking.

Network World's ***Karen Wilde*** *prepares to enjoy dinner at the San Francisco Ritz Carlton as the guest of IDG Chairman* ***Pat McGovern*** *on the occasion of her 10th anniversary with the company.*

What talent do you wish you had?
Organization.

Dream destination
Hotel Torre D' Bellisguardo in Florence, Italy.

Fantasy job
Paid spa reviewer.

As a child, what did you want to be when you grew up?
An actress.

Five people — living or dead — you'd invite to dinner
Actors Cary Grant, William Powell, Myrna Loy, Edward Everett Horton and Barbara Stanwyck.

First job?
Selling stationery door to door at 10 years old.

Your idea of a perfect day alone?
Buying new books and sitting in a tea house and reading them.

What disc is in your CD player right now?
Mope rock group Belle and Sebastian.

What book is on your nightstand?
Elizabeth Gaskell's *Wives and Daughters*

If you won the lottery tomorrow, you would
Be very, very happy!

Manager's profile
"Karen joined us a little over four years ago and has been a tremendous asset to the West Coast team. She has consistently brought in new business, which has resulted in well over 47% market share in her territory. She has continued to build strong relationships at our largest clients like Apple, Intel, 3Com and Novell, which has turned into some key collaborative efforts on behalf of IDG. Congratulations on being at IDG for 10 years, Karen!
— *Sandra Kupiec, associate publisher, western region*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Vanessa Grenfell *PC World*
Heidi Tanakatsubo *PC World*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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WWW.IDGWORLDUPDATE.COM

Network World takes lead generation to a new level

CAM product helps customers gain unique insight into prospects

> *"We can also help client requests to reach a broader audience beyond Network World by creating media plans with our sister publications. This locks out the competition and brings additional revenue to our sister companies."*
>
> — Tom Davis

With lead generation clearly positioned as the Holy Grail of today's technology marketers, Network World has amassed an array of resources to help these professionals succeed in their quest to identify high-quality customers.

Network World's Customer Access Group (see sidebar, page 4) was formed in September 2002 to consolidate the company's efforts to provide the vendor community with customized, integrated lead generation opportunities. Headed up by VP of Online Development **Alonna Doucette** and Associate Publisher Eastern Region **Tom Davis**, the group works with vendors to develop marketing programs that combine an array of print, online and event resources that are tailored to the client's particular campaign. The centerpiece of this effort is the company's Customer Access Management (CAM) product.

Developed by **Shaun Budka**, director, Customer Access Group (CAG), CAM is a powerful and unique lead generation and analysis tool that allows vendors to gain valuable insights into their prospects' needs and plans, provide them with information tailored to those needs and interests and ultimately convert them into loyal customers.

CAM is built around a fully customizable, customer-branded microsite that is scalable and modular according to the customer's needs. Each microsite is hosted on Network World's NWFusionPartners.com

continued on page 4

CIO Asia, IDC A/P team up to present third annual CIO Awards

Back row (l-r): ***Seow Teck Cheong****, editor, PC Advisor Singapore;* ***Teng Fang Yih****, communications director, IDG Singapore;* ***Raoul Le Blond****, editor, CIO Asia;* ***Ong Boon Kiat****, features editor, CIO Asia;* ***Raj Chotrani****, infocomms editor;* ***Wendy Wong****, graphic designer, Web and CIO Asia;* ***Roland Lim****, Web editor, IDG Singapore. Second row (l-r):* ***Lilian Yang****, graphic designer, CIO Asia;* ***Lorraine Lim****, advertisement sales director, CIO Asia;* ***Ann Toh****, associate editor, CIO Asia;* ***Josephine Teow****, circulation and admin executive, IDG Singapore;* ***Sandy Low****, senior advertisement sales manager, CIO Asia. Third row (l-r):* ***Michelle Wong****, general manager, IDG Singapore;* ***Sandra Tan****, director, International Sales Asia Pacific, IDG Global Solutions;* ***Eunice Lee****, event services manager, IDG Singapore;* ***Tina Pang****, senior sales manager, CIO Asia;* ***Tan Ee Sze****, editor, Computerworld Singapore. Front row (l-r):* ***Geoff Tan****, art director, IDG Singapore;* ***Jimmy Yu****, publisher, Computerworld Singapore and Computerworld Malaysia;* ***Joy Soler De Castro****, events director, IDG Singapore;* ***Wong Wai Chee****, admin executive, IDG Singapore;* ***Kent Ong****, photographer, CIO Asia.*

CIO Asia and IDC Asia/Pacific last month announced the winners of the third annual CIO Awards program, held in conjunction with the publication's annual CIO 100. The CIO 100 is *CIO Asia*'s annual index of the region's top 100 companies that have added the most strategic value to their businesses through the use of IT.

The five winners honored in the CIO Awards 2003 were selected from the CIO 100 and included the Land Transport Authority of Singapore, MTR Corp. of Hong Kong, Rock Music Group of Taiwan, the Singapore Police Force and United Overseas Bank Ltd. of Singapore.

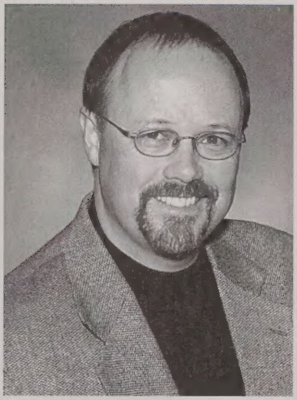
The top IT representative from each of the winning companies was invited to participate in a panel discussion at the IDC Asia/Pacific Forum 2003 held last month at Suntec City. The discussion was moderated by CIO Asia Editor **Raoul Le Blond** and IDC Asia/Pacific VP **Puni Rajah.**

Panelists were asked to discuss the strategies each employed to ensure the success of their various projects, including such questions as "How did you manage to get the budget for the project ap-

continued on page 5

what I've learned so far about...

Moderating panel discussions



Network World President & Editorial Director ***John Gallant*** *began his IDG career in 1983 as a staff writer at Computerworld. In 1986, he joined start-up Network World as managing editor. Since then he has served as editor, vice president/editorial director, and, in 2001, was named president. Gallant has moderated numerous panel discussions at industry events including COMNET, Comdex, Interop, PC Expo and Internet World. In 2001, he became executive producer of the annual VORTEX conference. Last month, Conferenza Inc. named him "Best Host" for his work on that event (See IDG World Update Feb. 17.) We asked Gallant to share some thoughts on organizing and moderating panel discussions. Reach him at jgallant@nww.com.*

Is this a great life or what? In what other job do they pay you to meet smart, entrepreneurial people and ask them anything you want? Being a moderator – or on-stage reporter, you might call it – is a great gig. It provides wonderful visibility for your company, you learn a great deal and, if you do it well, you'll provide a terrific service to attendees. But you've got to prepare. I hope these tips will help you with any discussion – on stage or on the street.

Pick the right speakers. Sounds obvious, but it's tough to do. Lining up the right speakers for a single session requires a great deal of work. Putting together a whole conference is exhausting. You can't make dull people exciting, and you don't want to find out on stage whether someone is interesting, innovative and outspoken – or not. It's too late by then.

Research speakers by asking your colleagues and contacts across the industry who they want to hear from. Ask who's opinionated and has new ideas. Look for hidden gems in start-up companies or little-known but highly specialized research firms. Don't go by biography alone. Talk to the person. If he's boring on the phone, just imagine how bad he'll be under the spotlight. And don't get infatuated with titles. Some CEOs are deadly on stage, while a smart, competitive sales or marketing person could really spice up a discussion.

Be careful with PR recommendations. The offer of help is nice, but you've got to do due diligence just the same. Keep in mind that PR people are often trying to get visibility for wallflowers, and that's no help to you.

Do your homework. The on-stage meeting is the tip of the iceberg in the process of having a great discussion. After you've picked the speaker or speakers, the heavy lifting comes in preparing for the discussion. Learn everything you can about the speaker and her company. That'll prevent you from being blindsided by an answer on stage. Keep in mind Paul Newman's advice in "The Verdict": Never ask a question you don't already know the answer to. Works for lawyers and for moderators, too. If you are bringing up a sore subject, be sure you've got the facts right. Nothing deflates a moderator faster than appearing to be clueless. Ask colleagues and contacts in the industry – particularly the speaker's rivals – what you ought to be asking on stage. What would they ask if they had the chance? And you need to prioritize. With a good speaker, the time will fly by. You need to have your best questions up high and make sure they get answered.

Manage the discussion. Be firm! People ramble on and get off the track. Many executives have been coached about how to avoid difficult questions and emphasize corporate messages. You need to manage all that. If someone avoids answering your question, ask it again – and again, if need be. If the speaker gets off track, get him back on the rails. Your mother told you not to interrupt. She was wrong. You have to. Be nice about it, but do it. The audience needs you to run the interview, not just listen. Once you show a speaker that you will get back to the point and make sure the question is answered, he will generally be more succinct and focused for the rest of the discussion.

In a group setting, tell panelists in advance that you subscribe to the Survival of the Fittest theory. If they don't speak up, they won't get heard. Having to call on each speaker kills spontaneity, so don't got around the horn asking each person to chime in. They'll weigh in if they have an opinion, and they'll feel more pressure to contribute if you don't hold their hands.

Be polite, too. You can be a pit bull and grill speakers, but you'll gain little from it. Getting tough with a speaker will turn an audience against you and actually make it harder to get your questions answered. Being firm, but polite, in pressing for answers not only shows respect but puts the onus on the speaker to come clean. Also, you'll probably want to use the speaker again – or someone else from her company – and getting a reputation for being a jerk doesn't open any doors. Thank speakers and ask the audience to applaud them. It's healthy to keep in mind that you have the easier role on stage. Asking questions is much less daunting than answering them in front of a crowd.

Crack a joke or two. A little humor warms up the audience and the speakers, and helps you ease the natural defensiveness they will have. Humor makes the conversation more natural and that's when the speaker will open up. That's when you'll see the human side.

Have some fun with it. Like I said, getting up on stage and interviewing a CEO or a CIO is a great gig. You get to be nosy and find out all sorts of stuff. Sure beats working in a coal mine. So have some fun with it. Enjoy the opportunity and that spirit will infect the audience. Would you rather be going over your budget?

one on one the interview

Walter Manninen
The president of CXO Media is this week's columnist. Reach him at manninen@cxo.com.

"In this culture of cost-cutting and expense management, we've encountered entrepreneurial activity in various departments. For example, our editorial and web department developed a new online CIO Store that sells focus guides, editorial repackaged and re-purposed into targeted, topic-driven knowledge kits combining case studies, research, real-world details, tips, check lists and an annotated bibliography."

Q What has been your professional career path, and how has that helped prepare you to lead CXO Media?

A I've been with IDG's CXO Media for 11 years, and I have 20-plus years experience in a diverse range of business development and financial management leadership positions. Prior to my appointment to president, I served for three years as executive vice president of operations for CXO Media. In this role, I was responsible for seeking, evaluating and securing new revenue opportunities for the company, employee and organizational development, strategic planning and P&L management. I joined the company in 1991 to help develop its fledgling Executive Programs business, a series of face-to-face conferences for technology, business and government executives, which today contributes significantly to CXO's customer satisfaction and profitability. In 1992, at CXO founder **Joe Levy**'s request, I moved to serve as director of finance. Many of the tools I developed in my earlier years are still in place today.

I've always embraced and been an advocate of CXO Media's creative, collaborative culture, which encourages all employees to continuously innovate and create new products and services for customer benefit. In fact, one of my first tasks was creating the company's new business assessment process, which enables the CXO executive team to evaluate, invest in and leverage appropriate new business opportunities. In the mid-1990s, together with my colleagues in editorial and marketing management, I helped to establish a vibrant presence for the company on the Web and allocated the necessary funds and resources to launch a successful, award-winning web site.

Q Has CXO Media seen a rebound in IT ad spending so far this fiscal year, and how strong a recovery are you forecasting in '03?

A *CIO* has seen a 4.7% increase in advertising for the January 2003 account month compared to the January 2002 account month. It's still a tight economy, and we're working diligently to provide custom and consultative programs for our advertisers. We anticipate a slow growth in 2003, with YTD ad revenues equal to or slightly better than 2002.

Q How have readers and advertisers reacted so far to *CSO* magazine?

A Readers and advertisers alike are responding enthusiastically to *CSO*. Our first-quarter revenues were 14% over plan. Readers have described the magazine as a "must-read for CIOs, CSOs and CISOs" and "the strategic resource they've been waiting for." We're received editorial praise from the head of Army Information Assurance Division and the president of the Partnership for Critical Infrastructure Security, a public/private partnership that raises awareness of critical infrastructure protections.

Q How are *CIO*'s competitors doing?

A When we look at our competitors, *CIO* clearly has the competitive advantage. *CIO* has more advertising pages, brings in more new advertisers and has more advertisers investing 10-plus pages than all of its competitors. *CIO* has brought in 19 new accounts in the past quarter alone.

Furthermore, Intelliquest ranks *CIO* No. 1 in composition and coverage of CIOs and senior tech executives from companies with 500 or more employees. In the nine categories rating spending approval and authorization, *CIO* ranks No. 1 in every category. In addition, *CIO*'s audience has held the largest IT budget for the past nine years (since Intelliquest's inception). Our readers' average IT expenditures is currently more than one million dollars.

Recently, *CIO*'s editorial advisory board conducted an analysis of *CIO* competitors. The board found competitors to be "too small, with weak content, appealing to functional managers only and lacking the in-depth reporting and writing *CIO* has." *CIO* still delivers premium editorial unmatched by its competitors. In a tight economy, advertisers remain attracted to *CIO*'s consistent editorial and proven audience.

Q Are you observing any trends in advertising and if so, what is CXO doing to accommodate these trends?

A Advertising budgets are still tight. To combat that obstacle, our sales team is taking a very consultative approach, avoiding cookie-cutter programs and working one-on-one to meet clients' various needs. There's also a big focus on ROI measurement and creating programs with the right measurement tools in place to meet client goals.

Q CXO Media has a very active events division. Can you provide a brief overview, explain its mission and tell us how this group is doing?

A The goal of our Executive Programs division is to provide our constituents with an opportunity to

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Network World

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web site. "Before we begin, we consult extensively with the vendor to understand their goals for a particular campaign and then work collaboratively to create a best-of-breed site that will help nurture one-on-one relationships between the vendor and its prospects," Doucette said.

Added Associate Publisher, Eastern Region **Tom Davis** who also serves as general manager of the Customer Access Group, "We can also help client requests to reach a broader audience beyond *Network World* by creating media plans with our sister publications. This locks out the competition and brings additional revenue to our sister companies." As an example, Davis pointed to the recent Sony Storage CAM program, which involves not only *Network World* but *InfoWorld*, *CIO* and *Computerworld*.

IDG WORLD UPDATE

Among those Network World employees who helped make CAM a reality are (l-r): ***Jane Weissman, Tom Kroon, Sharon Stearns, Hillary Freeley, Mike Guerin, Sagal Manav, Debi Vozikis, Alonna Doucette, Shaun Budka, Mike Draper*** *and* ***Puneet Narang.***

Clients may choose from an array of options to drive customers to this site. These include white papers in *Network World*, e-mail newsletters, custom e-mail blasts, online banner ads, advertorials, custom events, resource centers, webcasts, keyword sponsorships and print advertising.

Here's how it works: A *Network World* subscriber reads a white paper in the publication about how a particular vendor's Voice Over IP solution is saving their client expenses while delivering additional, enhanced benefits. The white paper directs the reader to the vendor's microsite on NWFusionPartners.com where he will find additional resources on the topic. When the reader lands on the welcome page he will be prompted to register. According to Budka, an impressive 48% of the people who visit the site actually register. Because this particular person is a *Network World* subscriber, he only needs to provide his name, e-mail address and zip code and the rest of the fields are automatically filled. (Non-subscribers are prompted to do this themselves.)

The reader will also be prompted to answer five to seven lead-qualifying "psychographic" questions

continued on next page

More CAM online

Anyone interested in learning more about the Network World Customer Access Management program may watch a Flash demo at: www.networkworld.com/custommedia/cam_flash/cam.html

CAM's eight-step program

Network World's Customer Access Management program can be summarized in eight core steps:

- Lead generation
- Lead qualification
- Lead nurturing on a one-to-one basis
- Lead delivery
- Lead reporting
- Lead testing and message enhancement
- One-to-one marketing and conversion to face-to-face dialog
- Lead ROI based on client CRM lead integration

NW's Customer Access Group focuses on integrated programs

Network World's Customer Access Group comprises 12 sales, marketing, online and operations professionals who work closely with vendors to develop integrated marketing programs that combine an array of print, online and event resources to identify and target prospective buyers, generate leads and analyze and optimize media programs to increase sales.

The group, which also works closely with Network World's other print, online and events sales teams, is headed up by **Tom Davis**, associate publisher eastern region, and **Alonna Doucette**, VP of online development. Davis, who serves as the general manager of the Customer Access Group, leads the sales and customer consultation efforts along with **Shaun Budka**, director of Customer Access programs, **Kate Zinn**, Customer Access sales manager for the East Coast, and **Kim Gaffrey**, Customer Access sales manager for the West Coast.

Doucette, VP of the Customer Access Group, oversees group members focused on operations and analysis who include **Hillary Freeley**, director of online operations; **Sharon Stearns**, manager client services; **Mike Guerin**, senior production specialist; **Deborah Vozikis**, design manager online; **Jane Weissman**, sales operations coordinator**; Caitlin Horgan,** sales assistant; and **Sagal Manav,** systems specialist.

While all of Network World's sales team sell 'custom' or 'unique' packages that help their clients accomplish their goals, the Customer Access Group has access to additional resources and training that allow them to design custom opportunities from the ground up, Davis explained. "For example, they know how to create advertorial pages and inserts. They know the freelance writers and designers and have a rough understanding of their rates, printing and production prices/requirements, how to get the advertorials scheduled in *Network World*, and, most important, who to contact on the operations side to make sure the whole process works smoothly. This is just one example of the unique knowledge-base found inside the Customer Access Group Sales team."

Coming up

Network World Technology Tour: Wireless LANs
March 4
Washington, D.C.
www.nwfusion.com/events/wlan

Network World Technology Tour: Wireless LANs
March 6
Grand Hyatt
New York
www.nwfusion.com/events/wlan

U.S. Media Management Institute
March 10-12
Costanoa Coastal Lodge
Pescadero, Calif.
Contact: **Laurie Parsons**, IDG HR
laurie_parsons@idg.com

Storage Networking World/Hong Kong
An IDG World Expo/Asia and Computerworld event
March 11
Hong Kong Convention & Exhibition Centre
Hong Kong
www.snwhk.com

Network World Technology Tour: Wireless LANs
March 18
Chicago
www.nwfusion.com/events/wlan

Directions 2003
March 20
Hynes Convention Center
Boston
www.idc.com/Directions03

Network World Technology Tour: Wireless LANs
March 20
The Omni Richardson
Richardson, Texas
www.nwfusion.com/events/wlan

BioITWorld Conference & Expo
March 25-27
Hynes Convention Center
Boston
www.bioitworldexpo.com

Directions 2003
March 26
San Jose Convention Center
San Jose, Calif.
www.idc.com/Directions03

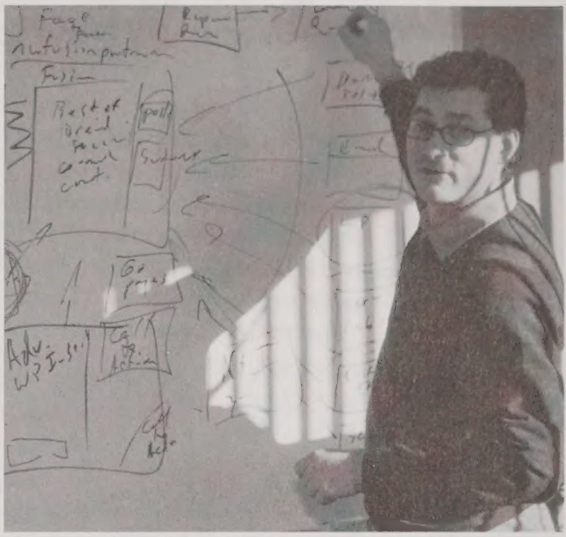
designed to elicit information the client needs to analyze a particular lead. For example, this reader might be asked about his plan to purchase time or if his company prefers to buy "in house" or outsource a technology solution.

Clients may also choose to include on the welcome page polls, surveys, datasheets and multimedia clips among other items. Each of these items is assigned a unique URL and the reader's clickstream: entry, exit, downloads, length of stay, answers to polls and surveys, number of times returned, etc. are tracked and tied to each lead.

Working with the client, *Network World* provides regular site updates. A twice-monthly customized e-mail newsletter keeps the site top-of-mind for visitors, and an interactive Q&A section called Ask the Expert results in a FAQ library that helps build an online community among the microsite visitors.

On a weekly basis, leads are scrubbed and competitors are removed; the leads are ranked against the customer's sales CRM system standards and delivered to the customer.

On a monthly basis, program metrics are analyzed by CAG member **Sharon Stearns**, manager of Client Services in Network World's Customer Access Group, and recommendations are provided to the client to help maximize their results. For example, if e-mail newsletters are driving more traffic to the site with a lower cost per lead than banner ads, the client might be advised to pull banner money and reallocate it into more e-mail newsletters.


IDG WORLD UPDATE

*CAM creator **Shaun Budka** with a visual representation of the lead-generation tool. "When a vendor's sales pro gets their CAM leads, they know what prompted the lead, what information the prospect has looked at and what their buying time is. Those are hot leads!" he said.*

The site audience will also receive a monthly incentivised (for instance, Cisco's optical group offered a free wireless networking kit to respondents) e-mail survey that contains seven focus group-style questions, two of which are unique to each lead's experience on the site based on downloads and clickstream information. The surveys and e-mail newsletters can also be used to extend invitations to trade show parties, product-launch luncheons or custom events.

"Anybody can do lead generation," Budka said. "What we are doing with our CAM product is lead nurturing. Nobody else can deliver this kind of detail. We're taking some of the ambiguity out of sales leads. When a vendor's sales pro gets their CAM leads, they know what prompted the lead, what information the prospect has looked at and is interested in, and what their buying time is. Those are hot leads! And for those who are not ready to buy, instead of lumping all the leads together, we separate and continue nurturing those prospects by providing more information while keeping the vendor's brand and solutions top of mind."

For more information contact Tom Davis at tdavis@nww.com, Alonna Doucette at adoucette@nww.com or Shaun Budka at sbudka@nww.com.

CIO Awards

continued from page 1

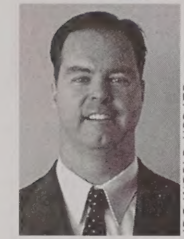
proved?" "How will you go about securing your budget for the coming year and what did you do to show the value of your project to your CEO and board before, during and after it had run its course?"

Following the day-long forum, the CIO Awards 2003 winners were honored at an exclusive invitation-only ceremony and dinner held at Singapore's Tanglin Club and organized by CIO Asia and IDG Communications in association with IDC Asia/Pacific.

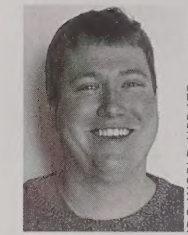
The CIO 100 and the CIO Awards program are part of CIO Asia's overall plan to build a community of CIOs across Asia who have similar strategic, decision-making roles in their organizations, according to IDG Singapore Communications Director **Teng Fang Yih**. "With these programs, we give recognition to top-achieving CIOs, their teams and their organizations. The winning companies and individuals benefit from the exposure they gain and CIO Asia gains some ground in its quest to build this community of CIOs."

For more information, contact Teng Fang Yih, communications director at IDG Communications, at fyteng@idg.com.sg or visit www.cio-asia.com.

noteworthy people


IDG WORLD UPDATE

Murphy


IDG WORLD UPDATE

Buizer

Promotions

InfoWorld Associate Publisher, West **John Murphy** has been promoted to vice president of sales and will be responsible for all print, online and event sales. "John is respected thoughout the industry by both advertisers and competitors, not only as a polished and formidable sales professional, but as a true sales leader," said **Kevin McKean**, InfoWorld Media Group CEO & editorial director. "In today's difficult market conditions, leadership and solid operational experience become more important than ever. We are thrilled to have John take on this national role."

New employees

IDG Ventures' Boston office welcomes Executive Assistant **Maryanne Uccello**. She's spent many years in the travel business and as director of operations for several companies, most recently with the ad agency Gearon-Hoffman. A pianist, Maryanne has a degree in music from the University of Massachusetts. She enjoys skiing, reading and traveling, most recently to the lakes region of Italy.

Network World has hired **Scott DeLugan** as senior production coordinator. He was previously a graphic artist with CP Promotional Concepts in Old Chatham, N.Y., where he designed artwork and collateral material, as well as the occasional Web site, for corporations and small businesses. He earned a B.A. in English/journalism from Massachusetts College of Liberal Arts and enjoys skiing, reading and attending concerts at Tanglewood in the Berkshire Mountains of Western Massachusetts.

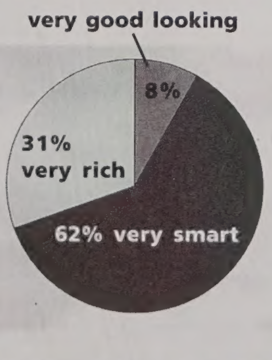
Transfers

Previously a sales and production analyst with IDG Communications, **Brian Buizer** is now PC World's online ad operations manager, responsible for ad trafficking for PCWorld.com. He holds a B.S. in business from California Polytechnic State University in San Luis Obispo and enjoys skiing, mountain biking and hiking.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the week

Respondents to this week's question -- If you could choose one, which would you choose to be: good looking, very rich or very smart -- overwhelming picked brains over bucks or beauty.



Be sure to log on to www.idgworldupdate.com and weigh in on this week's question: If you had the choice of hiking to the top of a mountain or taking a cable car to the summit, which would you choose?

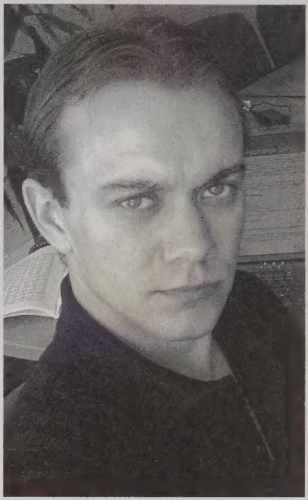
on the job

IDC U.K. Marketing Exec Terry Cummings juggles many balls

Terry Cummings is the go-to guy for IDC U.K.'s analysts and sales staff. Need a mailing list for a promotional e-mail campaign? Go to Terry. A Web conference organized? Call Terry. A press release and collateral materials for that conference? You know who.

As marketing executive for IDC U.K.'s European Systems Group, Cummings does all of the above, as well compile IDC U.K. research schedules, create materials detailing research programs and recently released reports, and keep the IDC staff current on upcoming IDC events and conferences so they can inform current and prospective clients. He also creates e-mail campaigns marketing the latest IDC research, promotes and organizes IDC U.K.'s regular quarterly industry-results conferences for press and clients, as well as one-day events, such as the upcoming Storage and Hardware Breakfast Briefing in March at CeBIT. And he puts together Group brochures, program fact sheets, and display and presentation materials.

All without a staff of his own. "Generally, there are people like me in other IDC European country offices," he said, "but I am not so much regional as group-based because the European Systems Group is quite big."



IDC U.K.'s ***Terry Cummings***

Left off the resume

Education Higher National Certificate in business and finance, an advanced certificate in marketing, a post-graduate diploma in marketing from the Chartered Institute of Marketing and an M.S. in marketing. "The qualifications alone do little to prepare a person for any marketing role, however," he said.

Qualities needed to do his job "A nice desk plant and a good sense of humor."

Biggest challenge at work? "Drinking the awful coffee."

Biggest concern Worrying the night before a conference "if the attendees will actually come."

Best part of his job "The people. I am surrounded by very funny, very intelligent people."

Talents "I am very good at pool (even better after three pints). I can say any word backwards instantly. I ran with the bulls at Pamplona."

Pastimes Socializing, expressionistic oil painting, poetry, photography. See IDG World Update Online (www.idgworldupdate.com) for a couple of examples.

Do you work with someone deserving of their 15 minutes of fame in this forum? If so, please contact the editors at world_update@idg.com and let us know who and why. We'll take it from there!

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17

Linda Gorgone *Computerworld*

16

Mark Sullivan *IDC*

13

Kelly Crowley *Macworld U.K.*
Patricia Smith *IDG World Update*

12

Christine Gibney *Network World*

9

Yukimi Chiba *IDG Japan*
Lisa Nilsson *IDG Sweden*

8

Elaine Cummings *CXO Media*

7

Judy Bratton *PC World*
Ida Kärrby *IDG Sweden*

6

Susan Merianos *IT World Canada*
Nicole Comiskey *IDC*
Kat Auch *IDG Games Media Group*

5

Gabe Ramos *PC World*
Bronwen Cleary *IDC*

4

Kalman Bekesi *IDG New Zealand*

3

Nathan Wood *Digit U.K.*
Ed Albro *PC World*
Urban Lindstedt *IDG Sweden*
Jesper Landén *IDG Sweden*
Kevin Capalbo *IDC*
Michael Pedrotti *IDC*
Brendon LeBlanc *IDG World Expo*
Cynthia Mollus *CXO Media*
Sarah Scalet *CXO Media*
Tommy Peterson *Computerworld*

2

Carsten Norton Pedersen *IDG Denmark*
Brandice Burton *IDC*
Ross Sealfon *IDC*
Ruthbea Yesner *IDC*
Patrick Ferrucci *IDC*
Tom Krazit *IDG News Service*
Danielle Roy *IDG News Service*

1

Jenny Chu *IDC Korea*
Jill Roter *Mac Publishing*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Reminder: Employee discount for upcoming IDC Directions conference

IDC is offering a special registration rate of $300 for IDG employees who would like to attend either of the upcoming Directions conferences. The full-day conference will take place in Boston at the John B. Hynes Convention Center on March 20 and at the San Jose Convention Center in San Jose, Calif., on March 26. IDG employees may bring a guest for the same discounted rate.

Now in its 38th year, Directions has earned a reputation of being the premier conference that provides IT market insight and explores the complex issues shaping the industry and how those issues affect business. Speakers will include IDC Chief Research Officer **John Gantz**, IDC SVP **Philippe De Marcillac** and IDC SVP **Crawford Del Prete**. Sector-specific tracks will be offered on Mobility and Personal Technologies, Enterprise Systems, Software, Communications, Services and Vertical Market Strategies.

To register, call 800-605-5849 or 978-597-0133. Mention the offer code IDG EMP. For additional information, go to www.idc.com/Directions03.

Walter Manninen

continued from page 3

network and share lessons learned in a more intimate face-to-face environment. We produce four major CIO conferences each year (the CIO Enterprise Value Retreat, the CIO-100 Symposium and two CIO Perspectives conferences) and are launching a new CSO Perspectives conference this June. Our upcoming events are shaping up nicely with sponsors as well as attendees. We have very robust programs that attract a powerful and influential audience.

Incidentally, we are currently undergoing a search for a new vice president of Executive Programs, so if anyone has a lead, by all means, pass it along.

Q What sorts of cost-cutting measures have you taken at CXO Media over the past year or so?

A At CXO Media, we constantly scrutinize expenses in both good and bad economies. We have procedures in place to ensure all purchases are vetted and negotiated at the best possible rates. During the past couple of years, we've paid particular attention to things like our comp list management to ensure we aren't wasting postage or paper on outdated addresses or contacts.

We've also developed more cost-effective ways of rewarding employees on an individual basis. Like other IDG units, we have scaled back on employee activities, but we still find creative ways to celebrate. For example, we still award four President's Awards each year (an honor voted on by all employees that includes a plaque and $2,000 check). We also have a "High Five" program in place, whereby employees can give one another a "High Five" for a job well done. Employees who receive five "High Five" cards are awarded a $100 American Express gift certificate. In this culture of cost-cutting and expense management, we've also encountered entrepreneurial activity in various departments. For example, our editorial and web department developed a new online CIO Store that sells focus guides, editorial repackaged and re-purposed into targeted, topic-driven knowledge kits combining case studies, research, real-world details, tips, check lists and an annotated bibliography.

Q Anything new coming up that you can talk about?

A As I mentioned above, our major initiative is launching the new CSO Perspectives conference in June on the West Coast. The conference will provide CSOs and senior security executives with educational and networking opportunities, as well as first-hand knowledge from industry experts and peers that can be applied to their organization's security strategy.

We continue to seek new sales distribution partnerships for the CIO Store, which drive unplanned revenue to the bottom line. And we're also looking at doing special issues of each magazine, as well as some brand-new revenue ideas. Stay tuned! WU

celebrating 10!

Name
Marc Calvanico

Home
Campbell, Calif.

Joined IDG
Jan. 7, 1991 as an account manager for the InfoMarket section of InfoWorld.

Career path
Promoted to InfoMarket Advertising Manager in 1996; InfoMarket Advertising Director in 1997. In 1999, I became InfoWorld Business Development Group Ad Director and Sales Operations Director; in 2001 I was named Associate Publisher & Western Ad Director; in 2002, Associate Publisher, Sales Development Group. In the Fall of 2002, I became Director of Interactive Sales at IDG Global Communications.

What job involves
I manage the sales strategy and sales efforts for advertising opportunities on IDG.net as well as the content syndication business.

Most challenging part of your job
Raising the awareness among clients and agencies of the new, improved IDG.net.

Latest accomplishment
Coming back to IDG. This really is a great company to work for. The 10th anniversary dinner with Mr. McGovern reinforced that for me.

Career highlight
Teaching advertising courses at night at San Jose State from 1988 to 1996 was very rewarding. If you really want to learn a subject, teach it. I taught two courses: Retail Advertising and Advertising Campaigns and learned so much from the students. A few years later, I was able to apply that knowledge at InfoWorld when I helped set up "InfoWorld University" for the sales department. We had managers from various departments teaching courses in their areas of expertise. We even had a motto: Veni, Vedi, Dedici (I came. I saw. I learned).

Person who taught you the most about leadership?
I've had so many great managers at IDG. I think IDG's values naturally develop strong leaders. My first manager, **Diane Templin**, taught me the value of understanding the customer in order to develop the strongest client relationships. **Bob Maund** reinforced the concept of a consultative sales approach and taught me the power of truly preparing for each sales call and having a specific goal for each call. **Jeff DeBalko** has shown me the value of customer service and innovation.

*IDG Global Communications' **Marc Calvanico** was the guest of IDG Chairman **Pat McGovern** at a recent dinner at the San Francisco Ritz-Carlton in honor of his 10 years of service to the company.*

Interests outside the office
Bicycling, golfing, San Francisco 49ers fanatic. (At least they beat the N.Y. Giants!).

Most rewarding thing you've ever done?
I tutored students in a housing project in East San Jose. When their parents came to me at the end of the school year and told me that I'd really made a difference in their kids' lives and in the quality of their school work, the experience became that much more rewarding.

Favorite movie of all time?
It's a tie between "The Godfather" and "The Godfather, Part II." Just as Tom Hanks' character in "You've Got Mail" says, ""The Godfather" is the I Ching. It is the sum of all wisdom. "The Godfather" is the answer to any question." Both movies have classic lines that people quote all the time: "I'm going to make him an offer he can't refuse." "Keep your friends close, and your enemies closer." "It's not personal. It's strictly business." "Leave the gun. Take the cannoli."

Favorite dessert?
Cannoli.

What book is on your nightstand?
"Chicago Confidential." I enjoyed the movie "The Road To Perdition" so much that I sought out other works of Max Allan Collins.

Manager's profile
"Marc brings a level of enthusiasm, commitment and integrity to the business of selling advertising that is unmatched in my experience. He consistently delivers high value to our customers and qualified prospects, earning their trust, respect, and ultimately their business."

— Jeff DeBalko, president, IDG Global Communications

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG's longest-serving publishing partner turns 20

Tietoviikko, Finland's best-read IT weekly, posts ad market gains over past year

Tietoviikko, IDG's *Computerworld* product line title in Finland, celebrated its 20th anniversary in January with a gala event and a special issue with twice the number of pages of a typical issue. Parent company Talentum Media Oy is IDG's longest-serving publishing partner, dating back to the founding of *Tietoviikko*.

*On hand to help IDG's Finnish licensee celebrate its flagship title's two decades of market-leading publication were (l-r): IDG International Publishing Services President **David Hill,** Talentum Media Oy Country Manager **Timo Tolsa**, Executive VP and CTO, Nokia Mobile Phones Yrjö Neuvo and Tietoviikko Editor-in-chief **Kauko Ollila**.*

Some 400 VIP guests including most of the top executives from Finland's IT community attended the celebration in Helsinki. Networking was the order of the evening and speeches were few. Editor-in-chief **Kauko Ollila** welcomed guests, while Yrjö Neuvo, executive VP and CTO, Nokia Mobile Phones (packing a luxury Vertu phone complete with a platinum cover and a price tag starting at $20,000 — all the rage with Hollywood celebrities) spoke about the virtue of having a publication with the stature of *Tietoviikko* to report about IT in plain Finnish. IDG International Publishing Services President **David Hill** talked about the long and happy IDG/*Tietoviikko* connection.

Tietoviikko's anniversary issue, published Jan. 23, boasted 60 pages with some 30 pages of display ads. Given the difficult economic times experienced by the IT industry recently, the average page count for an issue is about 30 pages.

Several of the pages featured retro ads, wherein ad-

continued on page 2

New IDG training series focuses on sales force

Following a year-long investigation into the training needs of IDG employees involved in sales throughout the company — including ad sales, research, consulting and events sales — the IDG Training and Development group is gearing up to launch a new suite of day-long training programs. The IDG Sales Success Series currently comprises four programs that target various skill development areas and levels of experience.

The program content covers:

- Sales skills that match a basic set of requirements for a successful professional selling in any market.

continued on page 2

IDG sales reps share tips for getting to yes

IDG World Update asked IDG salespeople around the world to talk about creative approaches they've used to get their foot in the door with a first-time or reluctant client. Who would have thought a Cher concert, dressing up like Santa Claus, or going to the beach would be among the responses? Read on to see what's been tried in the name of sales.

It's a dog's life

After a couple of months of trying to get a potential client's attention to no avail, *PC World* Eastern Ad Director **Thalia Karakitsios** found out from the woman's assistant that she adores yellow labradors.

continued on page 4

TIETOVIIKKO
20
Juhlanumero

The weekly Computerworld-style publication has long been the market leader in Finland.

Tietoviikko

continued from page 1

vertisers bought space for two ads, one that appeared two decades ago and a companion ad placed nearby for a current product. Tele-Tekno, for example, ran an old ad featuring a rotary-dial desk phone and on the next page had an ad hailing themselves as versatile professionals who deal with switching systems, mobile systems and more. IBM had an ad featuring the IBM System/38 followed a few pages later with an ad for e-servers.

Country Manager **Timo Tolsa** said the idea for retro ads came from Talentum's other publications (such as the Finnish equivalent of *Business Week*, *Talouselämä,* which is not published in conjunction with IDG), that have used the concept successfully for other anniversary issues.

In addition to touching on recent news, the anniversary issue reviewed the beginning of the IDG/ *Tietoviikko* relationship, and included reader retrospectives on the IT scene 20 years ago and predictions from prominent local IT industry executives about the state of IT 20 years from now.

The weekly *Tietoviikko* has long been the market leader in Finland. It has approximately 66,000 readers, while the only other IT weekly has yet to pass 50,000. Though the tough economy saw display ads fall 23%, the competition was down 45%, so *Tietoviikko* actually increased its market share. The publication has 12 full-time editorial staffers and four freelance web editors who run the daily IT news service.

For more information contact Timo Tolsa at timo.tolsa@talentum.fi.

Sales training

continued from page 1

- Inside and outside sales techniques that focus on developing a communication plan for getting clients' and prospective clients' time and attention and strategies for moving sales forward.
- Sales negotiation and closing skills.
- Time and territory management.
- Sales presentation skills.
- Sales communication — listening and questioning skills.
- Leadership and coaching skills for sales management.

"This program was designed to allow employees and their managers to consider and plan professional development on an individual basis," said IDG Training and Development Manager **Connie Raleigh**. "Participants can select from a series of training and education courses offered on an a la carte basis over the course of the year, allowing them to pick and choose what skills areas they wish to focus on given their unique experience and needs."

Employees may register for any of the following courses on the training section of the IDG HRWeb site (http://hr.idg.com). Below is a brief description of the sales programs currently scheduled for FY03. For more information, contact Connie Raleigh at constance_raleigh@idg.com.

The IDG Sales Success Series

Managing Sales Professionals for Performance
Date: June 16, San Francisco

This program concentrates on the strategic planning tools and people management skills needed to be a successful sales team leader:

- Maximize team performance through effective sales leadership
- Build a market-driven sales organization
- Inspire staff using innovative ideas
- Discover new ways to measure and evaluate sales performance
- Incorporate quality standards into sales performance
- Learn new methods for teaching, coaching, and mentoring your sales team

"Customer Interactive Selling" – Communication and Negotiation Skills for Sales Professionals
Date: April 22, Framingham, Mass.

This session provides sales professionals with an opportunity to build an effective communication and negotiation strategy. Participants will sharpen their skills in developing a trusting client relationship where they are considered an advisor or consultant to the customer. The program correlates and addresses each of these mini-negotiations: Negotiating for someone's time and gaining credibility; Closing for more appointments; Managing the interaction during meetings; Negotiating for the close.

Presentation Skills for Sales Professionals
Date: May 7 and Sept. 16, Framingham, Mass.

Participate in videotaped practice and receive user-friendly feedback on confidently delivering sales presentations that connect with prospective client needs, build credibility and lead to closing sales. Key benefits:

- Openings that build rapport, help put the client at ease, describe what you are offering and uncover client needs.
- Make the sales message your own. Is your sales script credible, concise, compelling and competitive? Have an agenda for your own use to keep the conversation focused and productive, yet flexible.
- Get the client involved through an exchange of information, conversation about their initiatives and thought-provoking questions to get at problems that your service can solve.
- Pro-actively handle objections by using them to learn more about client needs, include resolutions of typical concerns in your presentations and practice fielding tough questions knowledgeably.

Incentives and Beyond: Reward & Motivation Strategies for Sales Teams
Date: Sept. 17, San Francisco

This session profiles and discusses a new approach to motivating people and creating an energized and committed sales team. This session includes how-to guidelines for auditing your team's effectiveness, a plan for setting and communicating expectations, and suggestions from the field on effective motivation techniques in a down economy.

what I've learned so far about...

Using the telephone as a sales tool

***Connie Raleigh**, IDG training and development manager, has spent the past eight years — the last five of them at IDG — coaching and training professionals in all aspects of presentation skills including structuring the message, engaging listeners' attention and using probing questions to assess customer needs. IDG World Update asked her to share some time-tested tips for putting those skills to work on the telephone. Reach her at constance_raleigh @idg.com.*

Pay attention to your voice.
Tone, pace, diction, inflection, volume and energy make a statement about you, your presence and professionalism. If you sound young and sell to a mature client base, practice lowering your register and sound less hesitant by ending your sentences with a slight downward inflection to make a statement instead of a question. A voice with a lot of vocal variety is easier to pay attention to than an expressionless monotone. A great place to practice is leaving a message on voicemail that can be re-recorded after you listen to it. It's also a way to practice not saying "uhms" and other fillers while you think!

Rapport building is more than small talk.
Building relationships is necessary in asking clients about their needs and keeping their business over the long run. Look for opportunities to converse easily with a prospect or a renewal during the call. Rapport topics could include: a colleague you both know, a current event that was referred to in one of your publications that involves their business, a change in industry direction that may have an impact on their company, their recent move to another office, a trade show or conference you know they have been to or participated in.

Call preparation and client research can yield topics such as their organization celebrating its 100-year anniversary or their company changing the focus of its business. Especially in an industry that sells publication subscriptions, advertising in publications and events like trade shows and conferences, it is important to know how the client's particular needs at this time could be served even though the budget dollars are tight this year. You may be able to get to that indirectly through your dialogue.

Don't talk at length, but instead engage briefly at different points of the call. Chit chat may not be appropriate until you know a client. Asking if this is a good time to talk when you hear the client's voice sounding distracted or thanking them for their time in a genuine way builds rapport. This establishes your confidence and puts the client at ease. Read signals — some clients want to talk about the service first and don't want you to waste their time, but will be happy to talk briefly at another point during the conversation if they are interested. Most people want to engage with and will remember a confident and interesting person over one whom they have no sense of as a human being.

Pick up the pace.
Rushing will say that you are nervous, but dragging things out will communicate a lack of confidence, preparation or experience. Be positive and upbeat with a slightly faster speed, but speak very clearly so they don't have to work hard to listen. Avoid any tone of impatience or disinterest. Smile — your voice will express it for you when you are on the phone. Stand up to put energy and action into your voice.

Remember to breathe! When people concentrate or are nervous, they hold their breath or breathe in shallow breaths. This doesn't allow you to think and be flexible during a call or to connect and put the client at ease. Before a sales call, take a few deep breaths and blow as much air as possible out through your mouth to relax your vocal cords and lower your pitch. Pause occasionally to allow clients to jump into the conversation.

Words are important.
A professional presence is created by word choice. In general avoid slang and casual expressions (like "I'm gonna," "yeah," or "uh huh"). That doesn't mean be stiff or dry — just adopt expressions that are respectful and still conversational. If you say, "I just wanted to talk about X" or "You wouldn't happen to be interested in ..." it diminishes the value of what you're presenting. To move people along in the sales cycle use positive, assumptive phrases like:

- When (not "if") you decide which plan fits your needs, I will get you a price proposal.
- Once you become a member of the association, I can get you the ...
- After you sign the agreement, we can look at ...
- When would you like me to talk with your colleague about the benefits of advertising with our publication this year?
- What is a convenient time for us to speak again?
- Which of these two conference options makes more sense for you at this time?
- You, or you and your colleagues (not "you guys")
- Let me check on that for you (not "I'm not sure...)

Communicate a sincere and positive attitude.
Convey "I feel great, and I am here to learn and help." Some people are knowledgeable but don't come across like it and are afraid to share opinions with higher level decision makers. Others with less experience may compensate with a more directive or instructive style. Developing a respectful, confident, interactive style that uses dialogue, listening and focused speaking will help you build long-term relationships that meet the real needs of clients. WU

Training to Go! library adds sales tools

IDG's Training and Development Department maintains an extensive collection of professional development tools including video and audio cassettes, CD-ROMs, diskettes and books that are available to employees at no cost.

The Training to Go! library focuses on the areas of professional and management development, human resources-facilitated programs and wellness. The group has recently added a number of sales-related resources to its collection.

The 8 Best Practices of High-Performing Salespeople
by Norm Trainor

This book reveals the eight best practices you need to master in order to become a top producer. This book follows the stories of real sales professionals, relating their experiences and challenges first hand. It offers practical advice and strategies that will help you develop your own successful approach to relationship sales.

Selling To VITO (The Very Important Top Officer)
by Anthony Parinello and Denis Waitley

This book contains all the tactics you need to get appointments with impossible-to-reach top decision-makers — the Very Important Top Officers. You'll learn how to:

- Get into new accounts at the top.
- Promote loyalty at the top with existing customers and capture add-on business.
- Increase the size of every sale.

Secrets of Question-Based Selling: How the Most Powerful Tool in Business Can Double Your Sales Results
by Thomas A. Freese

The book's premise is that an effective salesperson knows what his or her prospect needs, then offers solutions — and the only way to find out what someone needs is to ask.

Sales tips

continued from page 1

Karakitsios

So Karakitsios bought a coffee table book on the breed and sent it to her, saying she's heard she was a big fan of the dogs and that she hoped she'd enjoy the book. A couple of days later the client agreed to a meeting, and *PC World* got an exclusive two-year buy. *thalia_karakitsios@pcworld.com*

Be there

Holbrook

"Most of life is showing up, as Woody Allen said. When you show up everything wonderful happens," said *Computerworld* VP/Key Accounts **Linda Holbrook**. She once flew to an agency not knowing if she had one meeting confirmed and ended up seeing everyone she wanted to see just by being there. "If you sit in the lobby of any agency or office you'll see everyone either coming in in the morning or going out to lunch."
linda_holbrook@computerworld.com

When in doubt, chocolate

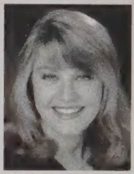
DiBianca

"When I first called on IBM I sent a chocolate shoe to get my foot in the door," said *Network World* Regional Sales Manager **Jacqui DiBianca**. "That really worked to the point that many other people at IBM were waiting for their own chocolate shoe." When she wanted to show that *Network World* measured up, she sent potential clients a huge rulers with *Network World* information on it; that won a Unisys deal against stiff competition. When one client would not meet with her she found out that he loved golf and sent him a child's set of clubs with a note saying he would get a lot more time for his favorite sport if he advertised with *Network World*. "I sent a client his favorite deli sandwich for lunch, saying 'You have to eat, why not join me for lunch one day?' He did, and we got the deal." *jdibianca@nww.com*

Ho, ho — whoa

"The one event that was most successful involved the annual boat parade here in Newport Beach, Calif.," said *Computerworld* Account Director **Bill Hanck**. "Every year the locals drape their boats with lights and holiday figurines and cruise through Newport Harbor and past the waterfront homes that are beautifully decorated as well. One year I invited a number of clients aboard a boat that was owned by an IDC rep who shared many of the same clients. We agreed that I would don the Santa Claus outfit and pilot the boat." On the fateful day, a major wind and rainstorm quickly turned Hanck's Sant outfit — particularly the beard — into an ungodly mess. "However, our guests were tucked away, warm and dry, below deck with the food and, most importantly, warm drinks,"Hanck recalled. A couple of hours later, he piloted the boat back to the slip. "As the guests piled out, there was a collective gasp of amazement as they laid eyes on what was the sorriest looking Santa they'd ever seen. To this day, they always take my calls and greet me with "Hello, Santa!" *bill_hanck@computerworld.com*

Java jive


Johnstone

"We've had some luck sending a pound of coffee to some prospects with a note saying something along the lines of, 'I've been staying up nights trying to think of ways to get in touch with you/work with you/improve your sales.' It gets their attention," said *Macworld* Showcase Account Manager **Carol Johnstone**. *cjohnstone@macworld.com*

You've got me, babe

Sutter

"This one made me No. 1 in the eyes of one agency," said *PC World* Senior Account Manager **Judy Sutter**, who is based in Atlanta. "I invited the firm's president and media supervisor to a Cher concert here. They used their frequent flyer miles and stayed at my house for two nights. We drank coffee all morning in our pajamas and talked about our lives. They loved the concert, and we became like family." *judy_sutter@pcworld.com*

Reading, more reading and research

Marinone

Computerworld Account Director **Laurie Marinone** has been using the following three approaches:

Editorial. Any time a new company is mentioned in *Computerworld*, she calls them right away to tell them about the positive press and ask if they want extra issues. "I also tell them we'd make a great marketing partner and ask if we can talk by phone or meet in person as soon as possible to discuss a few quick ideas, usually related to inexpensive lead generation."

Research. Each month *Computerworld* writes an in-depth Knowledge Center on a key IT topic, issue or trend. Six weeks prior to that issue, it releases a Brand Awareness and Purchase Intention study for that market category. "Any companies that are mentioned in this research (and there are usually three to

IDG

March 3, 2003

Project Manager, Custom Publishing & Events (CWI)

Working in our Strategic Programs and Events group, the person in this position will be responsible for administering all integrated product launch activities for custom publishing and special events activities. This individual will provide tactical marketing support for Business Development Directors and be responsible for establishing relationships and coordinating efforts of internal and external parties working on the various projects. Qualified candidates will have 5 years of IT industry experience in a project coordination role with a focus on events and/or custom publishing. Strong communication and coordination skills are a must. Solid internet research skills as well as MS Office skills are also required. A Bachelor's degree in business or marketing is preferred.

Location: Framingham – MA

Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Director, Business Development - Eastern Region (CWI)

Working in our Strategic Programs and Events group, the person in this position will be responsible for developing and selling event and print/online custom publishing integrated marketing solutions to IT vendor companies, directly and through the field sales team. This individual will be responsible for the whole product life sales cycle from developing the sales strategy to generating and negotiating the business through smooth delivery of product. This will be accomplished through significant interaction with customers and strong collaboration of internal and external resources assigned to each project. Candidates should have 7-10 years of relevant IT industry experience with a focus on events and/or custom publishing. A proven track record of high performance and the ability to penetrate and develop a project market are critical. We are seeking a creative sales person with very strong interpersonal and communication skills and a hands-on working style.

Location: Framingham – MA

Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Chief Information Officer (CXO)

CXO Media, Inc., is seeking a CIO who will be responsible for integrating our Information Systems, On-line Sales and Web Technology efforts. This position will have direct responsibilities for IS and On-line Sales and dotted line responsibility for Web Technology. This individual will be charged with creating the processes and over-arching strategy to service our readers, drive revenue opportunities, as well as determine the best technical infrastructure to support internal needs. Requires a bottom-line oriented individual with strong technical, interpersonal, sales and customer-focused skills. The ideal candidate will have 10 plus years of relevant experience, an entrepreneurial spirit, strong IT industry knowledge and a proven track record in the IS, On-line and sales arenas. This individual will report to the President and be a member of the CXO executive management team.

Location: Framingham – MA

Contact: P. Chisholm, Fax: 508-875-4489, Email: pchisholm@cxo.com

Office Services Manager (WEC)

IDG World Expo is seeking an energetic team-player with a can-do attitude to join their team. This position has overall responsibility for management of administrative and support services, which enable the World Expo staff of 50+ to function efficiently. Responsibilities include working with property management company on facility-related issues, supporting and troubleshooting office equipment, providing technical liaison services for computers and network operations, generating purchase orders for supplies and equipment, overseeing mail and shipping services, as well as supervising an Office Services Coordinator and the receptionist function. Candidates must be customer service oriented, well organized, able to juggle multiple tasks and possess the ability to communicate effectively with all levels of staff. Ideal candidates will possess 3 - 6 years of related experience. An Associate's degree is preferred.

Location: Framingham – MA

Contact: jcjobs@idg.com, Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

four dozen in each report), I contact right away with the offer to show them this hot research *and* offer them a targeted marketing solution vis-a-vis the upcoming Knowledge Center, which runs in print and online," Marinone said.

IDC reports. "This takes more time and energy, but if I'm tackling a new company for the first time, I read up on IDC.com about their company and their market," Marinone said. "I conjure up some ideas that seem clever and call to ask for an appointment to share them. I offer a mini SWOT [strengths, weaknesses, opportunities and threats] analysis of their market (if the IDC reports are that detailed) and some highlights of their competition's solutions. Often, if they're a small company they can't afford an IDC subscription and these tidbits are like gold." *laurie_marinone@computerworld.com*

Say it with flowers

Flueckiger

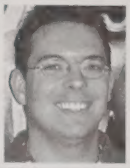
IDG Switzerland International Sales Director **Urs Flueckiger** was on a mission to sign up a very important potential client, one who was spending all his ad money on a competitor's title. He refused to speak with IDG sales reps, even after their repeated calls ("It seemed like a hundred," Flueckiger recalls) to his secretary. "What I did after all those calls was send the secretary some flowers with a card saying 'I did my best and failed. You're my last chance!' Three days later I got a meeting date." The second meeting happened a month later, and there were more to follow. Eight months later, IDG Switzerland had a signed contract. *urs.flueckiger@idg.ch*

Whine the right way

Becquer

IDG Global Solutions International Sales Manager **Martha Becquer** has a track record of creative foot-in-the-door ideas; last year she sent oranges to potential clients with a note that said "please squeeze me into your ad budget." While that was very successful, she's turning to new approaches this year. "We're sitting in a market today where people smell you are a sales person, and you are doomed. You have to practically whine and beg for face-to-face meetings." And therein lies the idea: wine, not whine, for those meetings. At first Becquer thought about sending grapes, but reconsidered ("I realized enough with the perishables, it's getting a bit risky.") Last month, after her first meeting with the potential client or agency rep she began presenting them with a small bottle of wine with her card and a note thanking them for not making her "whine" for the meeting. *martha_becquer@idg.com*

Go Dutch


Dirkzwager

Dec. 5 is the day the Dutch celebrate the birthday of Sinterklaas, a generous old man who gives presents to children who have been good that year. Part of the tradition is writing poems "from Sinterklaas" for family and friends that anonymously make fun of the recipient. IDG Netherlands Online Account Manager **Jan Dirkzwager** used the tradition to create enough awareness to get on a client's media shortlist. The client had already finished the list and said by phone no other publications would be added. Dirkzwager then wrote a two-page proposal in rhyme, which the client received while he was writing a poem of his own. He was so pleasantly surprised by the original approach that he added the plan to his shortlist, and a week later the advertiser signed a contract. *jdirkzwager@idg.nl*

Hit the beach

Carolus

CIO Netherlands Account Manager **Nancy Carolus** remembered one client who said he had no time to meet with her because he had just become father for a second time and just lost his marketing communications manager. She invited him to a beach restaurant the next day and told him to bring his swim gear and all the information needed for an advertising plan. They met on the beach for a quick lunch at 1:00 p.m. Carolus had rented a beach chair and umbrella and made sure the client was well taken care of for the afternoon. Carolus went back to the office to put together an honest advertising plan and returned to the client at 5:00 p.m. The reaction of the client was very positive; he had enjoyed the few hours of relaxation and was very pleased with the plan – which included IDG Netherlands. *ncarolus@idg.nl*

You rule!

van Vlaardingen

ComputerTotaal! Account Manager **Albert van Vlaardingen** recalled a prospect that wanted to have a premium position without paying the additional placement fee. Van Vlaardingen had long discussions, but the client would not believe page 146 could stand out as well as page 23. He relented a bit and wanted to see how a page in the back could be noticed. Before sending the advertiser an issue, van Vlaardingen pressed a ruler between pages 146 and 147 so the magazine would almost automatically open to page 146. Which it did. The client continued advertising and never mentioned positioning again. *avanvlaardingen@idg.nl*

Sales Coaching: Making the Great Leap from Sales Manager to Sales Coach
by Linda Richardson

Created by an author/instructor who teaches sales management at the Wharton Executive Development Center, this guide shows sales managers how to understand the nuances and payoffs of coaches, conduct coaching sessions and improve key skills such as listening and giving feedback, deal with discipline problems, and coach peers and oneself.

The Sales Advantage
by Oliver Crom, Michael Crom

The authors take you through the process step-by-step, from prospecting to preparing for initial contact, getting through the "gatekeepers" to reach the decision makers, using proper etiquette for phone and in-person presentations, to selling beyond questions of price.

What Clients Love: A Field Guide to Growing Your Business
by Harry Beckwith

In *What Clients Love*, marketing maven Beckwith offers valuable lessons about capturing and keeping clients. Using examples from Absolut Vodka, Kinko's, Starbucks, and Ian Schrager's boutique hotels, he organizes his advice by describing four significant social trends that shape client needs and loyalty. Beckwith's strategies for coping with information overload focus on getting to the point—using a shorter sell and fewer superlatives.

To check out any of these titles or to see the complete list of resources available from the Training to Go! Library visit the Human Resources section of IDG Central at http://idgcentral.com. Requests may also be faxed to the IDG Training and Development Department at 508-935-4600 or sent via email to training_administrator@idg.com. Although the majority of tools in the Training to Go! library have a U.S. focus, non-U.S. employees willing to assume the shipping costs are welcome to use the library.

noteworthy people

Curiel

New employees

IDC Mexico has hired **Alfredo Curiel** as Publishing Services & Technologies coordinator. He previously worked for EDS Mexico as lead editor on EDS' General Electric account, editing technical manuals on turbines and industrial generators. He has also worked for Mexicana Airlines and FedEx. He holds a degree in communications from Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Estado de México. Recently married, he enjoys working on his home, reading, movies and photography.

IDC West in Mountain View, Calif., has hired **Dan Boehmke** as a senior account executive with the Global 200 Industry Major Accounts group. He was previously an account manager with Wind River Systems. He earned a B.S. in electrical engineering from the University of Rhode Island and enjoys skiing, travel and woodworking.

Also new at IDC West is **Anne Stevenson**, a sales manager with the Industry Group. She comes from ePeople where she was director of channels and business development. A graduate of San Francisco State University, she holds a B.S. in business administration. She enjoys the arts, tennis and skiing.

At IDC's Financial Insights group, **Gayle "Gigi" Hayden** has signed on as senior account manager. She was previously VP/Global Accounts Manager at Jupiter Media Metrix. Gigi has a B.A. in from Bowdoin College in Brunswick, Maine and an M.B.A. with a focus on marketing and market strategies from Yale School of Management in New Haven, Conn. She has two boys, Henry, almost 3 and James, 7 months. In her free time Gigi enjoys skiing, tennis, sailing, swimming and oenology (the study of wine).

K. R. Sreenivasan joins IDC Asia/Pacific's Bangalore, India, office as business development manager. He previously headed the sales and marketing operations of an IT portal called Cyber India Online Ltd. He holds a bachelor's degree in electronics and communications from Mysore University and attended Jawaharlal College of Engineering. He enjoys playing cricket and badminton.

Returning employees

Julia Liu, who spent a year at IDG Asia as a manager beginning in Sept. 2001, has returned to the San Jose, Calif.,-based U.S. office as an engineering manager. In the interim she worked in China for IBM China as an advisory sales specialist. Julia has a B.S. in computer science and technology from Harbin Engineering University in China and enjoys traveling and making new friends.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

on the job

PC World's Michael Lasky has a tip — and then some — for you

Did you know that when in Word, Excel or Internet Explorer you can resize the View up or down from 100% by turning the wheel of your scroll mouse while simultaneously holding down the Ctrl key?

PC World Senior Editor **Michael Lasky** knew that, which is just one of the hundreds of tidbits he's gleaned from editing the magazine's five Here's How tips columns and features. He also evaluates the latest gadgets and notebooks for the New Products section; fields vendors' phone calls; checks copy and layout and manages a senior associate editor.

All of the columns he edits — which are written by a variety of authors — run in each issue, but due to space restraints, the columns can vary in length from one to three pages. Lasky is constantly looking for ways to keep popular columns "on some rather dry topics" lively and interesting. He focuses on the issues the readers come to the columns for: clear-cut tips on Windows, the Internet, and hardware; and step-by-step installation and troubleshooting guides. "I try to snare the reader's interest by making sure the author's voice, attitude, and tone are carried through the column to make them more conversational while still instructional," he said.

IDG WORLD UPDATE

***Michael Laskey** joined IDG in May 1994.*

Left off the resume

Education B.S. in psychology from Union College in Schenectady N.Y. ("the birthplace of fraternities in the U.S."), and an M.A. in communication arts from Cornell University in Ithaca, N.Y.

Career path at IDG Contract games review editor at *Electronic Entertainment*, which started life as *PC Games*; *PC World* associate editor, senior associate editor, senior editor.

Funniest thing that's ever happened at work "Other than this article? I was being introduced as a speaker at the Consumer Electronics Show as an editor at *PC Magazine*. I corrected the presenter. "Excuse me, I'm actually from *PC World* magazine." "Oh, I am so sorry," the presenter said. "What could I have been thinking? I don't even read *PC Magazine*."

Avocation "Until they closed down the free part of the site and fired all the editors, I was a wine and spirits critic for Playboy.com. Before that I covered wine and food for numerous national and local publications. Basically, I was self-taught. I wrote a book for McGraw-Hill called *The Complete Junk Food Book*, and that got me the attention of newspapers and magazines that asked me to write about food. I was asked to cover the Napa Valley Wine Auction and after that I started writing about wine for the Prodigy online service and other places."

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Francisco Zabala *IDG Spain*

Zabala

17

Merv Langby *IDC Australia*

16

Eleni Brisbois *Network World*

15

Miklos Cocron *IDG Germany*

14

Evilee Thibeault *Network World*
John Pickett *ITWorld Canada*
Ursula Istavrinos *IDG Germany*
Fatima Ruiz del Olmo *IDG Spain*
Martin Fältström *IDG Sweden*

Thibeault

13

Istvan Biro *IDG Hungary*
Thomas Wilms *IDG Germany*
Carlos de la Iglesia *IDG Spain*
Kirsten Bæk *IDG Denmark*
Sabine Terras *IDG France*

Biro

12

Krisztina Selmeczi *IDG Hungary*
David Wren *IDG U.K.*
Reinhard Prasse *IDG Germany*
Berit Ellegaard *IDG Denmark*

11

Elizabeth McPherson *IDC*
Ousmane Keita *IDG Czech*
Jimmy Yu *IDG Singapore*
Anders Lotsson *IDG Sweden*
Michalina Nowakowska *IDG Poland*
Elga Legranzini *IDG Italy*

10

Eva Pechova *IDG Czech*
Christa Berger *IDG Germany*
Marie Söderqvist *IDG Sweden*

9

Gisela Wilson *IDC*
Jens Stark *IDG Switzerland*
Peter Vermeulen *IDC Benelux*
Stefan Kaczmarek *IDG Poland*
Paul Tyler *IDG Communications*

8

Richard Black *Network World*
Martin Fatun *IDG Czech*
Damian Sicking *IDG Germany*
Fabrice Dalongeville *IDG France*
Mendel Stecher *IDG Netherlands*
Márta Rácz *IDG Hungary*

7

John Tan *IDG Singapore*
Thomas Cloer *IDG Germany*
Carlos Chenel *IDG Spain*
Pia Ylinen *IDG Sweden*
Camilla Lindvall *IDG Sweden*
Alan Tang *IDC Hong Kong*
Magdalena Wozniak *IDG Poland*
Enrico Zambetta *IDG Italy*
György Gazdag *IDG Hungary*

6

Cort Isernhagen *IDC*
Nobuo Iehara *IDG Japan*
Doreen Kottler *IDG Germany*
Sascha Alexander *IDG Germany*
Thorsten Eggeling *IDG Germany*

5

Wayne Hetherington *IDC*
Ivan Novotny *IDG Czech*
Masao Ishii *IDG Japan*
Penelope Gagl *IDG Germany*
Sarah Osborne *IDG Germany*
Anette Gamrath *IDG Denmark*
Erik Kolrengen *IDG Denmark*
Mikael Ricknäs *IDG Sweden*
Sofia Thorsson *IDG Sweden*
Antoni Bielewicz *IDG Poland*
Ian Sharp *IDG Australia*

4

David Tapper *IDC*
Paul Mouradian *IDC*
Michelle Obrda *IDC*
Justine Banfield *IDG New Zealand*
Lorraine Lim *IDG Singapore*

Tapper

Susanne Franke *IDG Germany*
Caroline Brooks *IDG Germany*
Charlotte Andersen *IDG Denmark*
Anders Emretsson *IDG Sweden*
Sandrine Chiloti *IDG France*

3

Juan Orozco *IDC*
Melissa Utter *IDC*
Timothy Grieser *IDC*
Lucie Draper *IDC*
Caroline Raynaud *IDC*
Paul Shinhira *IDG Central Services*
Hansjörg Honegger *IDG Switzerland*
Toshio Tawara *IDG Japan*
Fabio Barros *IDG Brazil*
Renata Coltro *IDG Brazil*
Cibele Tommasini *IDG Brazil*
Dieter Müller *IDG Germany*
Dorothee Chlumsky *IDG Germany*
Hanne Tuomisto *IDG Global Solutions*
Lina Vikman *IDG Sweden*
Petter Ahrnstedt *IDG Sweden*
Maarten van Hage *IDG Netherlands*
Gerda Remmers *IDG Netherlands*
Patrick Val *IDG Netherlands*
Ferry Waterkamp *IDG Netherlands*
Amedeo Novelli *IDG Italy*
Zoltan Taute *IDG Hungary*
Jon Dowling *IDG Australia*

Draper

2

Zachary Sullivan *Network World*
Rana Hobbs *IDC*
William Stofega *IDC*
Kristina Ternenyova *IDG Czech*
Ales Mlejnsky *IDG Czech*
Scott Bartley *IDG New Zealand*
Melanie Cooper *IDG New Zealand*
Ruth Klumpp *IDG Switzerland*
Beat Rüdt *IDG Switzerland*
Torben Pedersen *IDC CEMA*
Reena Sattar *IDC CEMA*
Kaori Yamaguchi *IDC Japan*
Jirou Arai *IDG Japan*
Andre Pinto Silverira *IDG Brazil*
Jose Lucindo de Souza Filho *IDG Brazil*
Sabine Anegg *IDG Germany*
Almudena Alameda *IDG Spain*
Johan Modig *IDG Sweden*
Benoit Huet *IDG France*
Virginie Leconte *IDG France*
Idon Pang *IDC Malaysia*
Ki-Seok Ha *IDC Korea*
Koen Zijm *IDG Netherlands*
Wouter van der Lucht *IDG Netherlands*

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Jaroslav Dammer *IDG Czech*
Francesco Falone *IDG Switzerland*
Volker Richert *IDG Switzerland*
Jawad Bajwa *IDC U.K.*
Anton Belev *IDG Bulgaria*
Sandy Low *IDG Singapore*
Keiji Oi *IDG Japan*
Pia Toftdal Rasmussen *IDG Denmark*
Ileana Collarile *IDG Italy*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Change of address for IDG Corporate Communications group

The IDG Corporate Communications group is moving to a new office as of March 7. The group will now be located at:

3 Post Office Square
Boston, MA 02109

New phone numbers are as follows (fax and e-mail remain the same):

Sarah Hansen, corporate communications director: 617-239-7882
Sarah Godbout, corporate communications manager: 617-239-7817
Jennifer Campia, corporate communications assistant: 617-239-7815

celebrating 10!

Name
Toni May

Home
Sunnyvale, Calif.

Joined IDC
Hired by Dorothy Rosenthal (now IDG Consulting Director in Mountain, View, Calif.) Oct. 6, 1986 as "librarian."

Career path
Became administrative assistant for two IDG publications, *80 Micro* and *PC Resource*, which in 1989, unfortunately, both were closed. Went to work at InfoCorp, where I got to know Sara Lake. Worked for two years as an administrative assistant for *Macworld*, then was "stolen away" by Sara, who was then the library manager at the IDC Mountain View office. I've been here ever since.

Best part of your job
The wonderful people in the Mountain View office!

Person from whom you've learned most about leadership?
Sara Lake: She treats people as grown-ups — with respect — and doesn't micromanage.

Interests outside the office
Family and friends; language (I have a degree in German and English and a post-grad degree in linguistics). I would like to conquer Irish…very difficult!; knitting; sewing, especially smocked dresses; reading; cooking, all things Celtic; and heraldry.

Favorite web sites
Los Angeles Times, Washington Post, Buzz Flash

What ability do you wish you had?
To be able to sing or play a musical instrument. I am good at appreciation, however.

Dream destination
Harry Lime's (the lead character in Graham Greene's film "The Third Man") Vienna and a ride on the giant ferris wheel in Vienna's Prater (huge amusement park); Prague, to see the Moldau River and the Castle; and the double city on the Danube: Budapest!

Five people I'd invite to a dinner party
My good friends Sara Lake and Mike Alvarado, author Thomas Cahill, and syndicated columnists Molly Ivins and Maureen Dowd. No matter how delicious the cuisine, the scintillating conversation would be superior!

As a kid, what did you want to be when you grew up?
Catholic priest

First job
Dispensing ice cream cones at Walgreen's at 65 cents an hour.

*IDC's **Toni May** was the guest of IDG Chairman **Pat McGovern** at a recent dinner in honor of her 10 years of service to the company.*

Favorite ice cream flavor
Vanilla

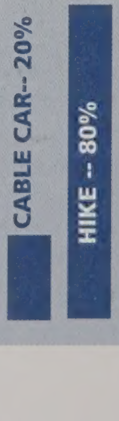
Retirement plans
Having my cybershop, Chez Bebe, where I will sell children's clothing: knitted garments, smocked dresses and Swiss dolls. As my two granddaughters, now both six and a half, won't always want to wear what I like to make, I'll need some way to be able to keep making these.

Manager's profile
"Toni is really the "Mom" of the Mountain View library; doubtless helped by her practice on four children and six grandchildren. More than just an organizer of reports and magazines, she uses her considerable artistic, culinary and social skills to create a warm, welcoming environment for everyone. She is the main force behind the office's Christmas Potluck and presents a monthly theme-based open house (e.g., Indian Independence Day, the Ides of March, International Lighthouse Day) with new and interesting treats. She had been heard to say to a pregnant client, 'You look pale, stop working and go eat lunch!' She was, of course, quickly obeyed."

— *Sara Lake, library manager, IDC Mountain View library*

Question of the week

When it comes to scaling mountains, most respondents to last week's question ("Would you rather hike or take a cable car to the summit?"), preferred to do it the old-fashioned way!



Be sure to visit www.idgworldupdate.com and answer this week's question:
"What's your normal workday lunch routine: eat at desk, eat in kitchen or go out?"

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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GamePro puzzle puts readers' creativity to the test

Decoding hidden clues throughout March issue will solve Enigma

Enigma — it's a conundrum, wrapped in a mystery, hidden in *GamePro*. Devised by Senior Editor **Dan Amrich**, the GamePro Enigma is a puzzle made up of multiple clues and riddles concealed within the pages of the March 2003 issue. The reader who solves the puzzle will get Enigma bragging rights as well as a customized *GamePro* leather jacket emblazoned with his or her name.

KAT AUCH

*GamePro Web Developer **Julie Ramirez** (a.k.a. Space Queen) won an in-house competition to solve Senior Editor **Dan Amrich**'s Enigma puzzle.*

Amrich said he was fascinated by Kit Williams' *Masquerade*, a 1984 childrens-book-cum-puzzle that contained very detailed hidden clues — some true, some false — on where to find a gold bejeweled rabbit Williams had created and buried in the English countryside. (Amrich maintains a web page on Williams' book and work, www.bunnyears.net/kitwilliams.)

"I'm a big fan of puzzles, and I thought, 'Why can't we do that in *GamePro*?'" Amrich said. "Our readers love a challenge. None of the other game magazines do anything remotely like this, so it'll be something special to reward our readers."

Amrich pitched the idea to Editor-in-chief **Wes Nihei** last spring for the March 2003 issue. "At its core, this was an idea to sell print issues," Amrich said, "and we chose March because it's traditionally

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ZOOM targets Dutch digital camera, videography market

Don't say "cheese!" say "ZOOM!" That's the word IDG Netherlands hopes consumers will remember when they are looking for information that will help them buy and use a digital camera or video system.

ZOOM launched March 7 as a bi-monthly with digital technology news, in-depth analysis of new cameras, how-to articles and special reports on new digital photography developments. It has a print run of 40,000 and sells for 4.50 Euros (US$4.95) on the newsstand; a subscription campaign is also under way. The premiere issue contains a total of 14 ad pages (bought by, among others, Casio, Dane-Elec and Canopus) out of a 100-page folio. Targeted advertisers that have expressed considerable interest in the May issue include Canon, HP, Casio, Kodak, Pentax, Samsung, Apple and Adobe. Each issue will have a DVD cover mount with filmed tutorials on digital photography or video techniques, a minimum of 50 shareware or freeware programs and other resources.

ZOOM
01
Laat je foto's spreken
Montagetips van experts
Voorkom een miskoop
Activeer dv-in

According to Editor-in-chief **Eric Verweij**, who also serves in the same capacity at the *PC World*-style title *Computer!Totaal*, *ZOOM* will distinguish itself from other publications in the market by moving beyond just reviews and encompassing the whole digital photography/videography spectrum. "We give readers a lot of

continued on page 4

Marc Laporte joins IDC France as general manager

Marc Laporte *was most recently managing director at telecommunications company Cegetel.*

IDC last week appointed **Marc Laporte** general manager of IDC France, replacing **Eric Ochs**, who was recently named managing director of IDG France.

Laporte, a 14-year veteran of the IT and telecom industry, was previously managing director at Cegetel, where he was in charge of long-distance telephony, data service and Internet activities for the SOHO and corporate market. Prior to that he served as Cegetel's marketing director in charge of strategy, new product development, advertising and lead generation as well as sales support for both fixed and mobile activities for the corporate market.

"Marc brings to IDC a unique blend of IT and telecom experience, as well as great management skills developed in such different areas as direct and indirect sales, marketing and finance," said IDC EMEA President **Roberto Masiero**. "As a great believer in teamwork and a customer of IDC for many years, Marc is in a good position to provide valuable insight and advice on how to improve the quality of our services and the satisfaction of our clients."

Laporte started his career in 1989 at Hewlett-Packard in France where he held several positions in the PC and printer division including finance manager in the sales division, finance and administration manager in the Channel Marketing group and communications manager. Laporte also served on the Executive Committee for the PC and printer division and was appointed interim country manager for the company for several months in 1997.

"IDC offers a unique opportunity to combine my previous expertise in both the IT and telecom industries," Laporte said. "My past experience has shown me that it is often difficult to have all the right information and analysis prior to making a decision. Having worked with IDC for many years as a client, I fully realize the value IDC's services can bring to its customers and am looking forward to joining a talented team that brings this value to the industry as well as contributing to the further development of IDC in France."

He holds an M.S. in international management from the IMIP/MBA Institute Paris and an M.B.A. from the University of Michigan, which he attended from 1987 to 1989. Laporte lives with his wife and two children in Saint Germain en Laye in the western suburbs of Paris and enjoys windsurfing, scuba diving and water skiing.

Laporte can be reached at mlaporte@idc.com. WU

IDG Japan title named Best Mac Book of the Year 2002

Wataru Satomi *and his prize-winning title. A second, revised edition is scheduled for May.*

Taburetto & Painter Classic de Ewo Kakou ("Let's Start Painting With a Tablet and Painter Classic"), published by IDG Japan and edited by Executive Editor **Wataru Satomi**, was recently named Japan's Best Mac Book of the Year 2002 by the Japanese bi-monthly *Mac Fan*.

Written and edited in three months and published in February 2002 in time for a Macworld Conference & Expo/Tokyo debut, the digital-image-editing book, with 22,000 copies now on the market, sold better than any other IDG Japan book published last year, Satomi said. "We didn't want to produce just a software guide but cover everything from basic knowledge to advanced techniques to make it an exhaustive, user- and usage-focused guide."

Book publishing in Japan is a difficult market, according to Satomi. "But even in such a climate, you can still find some untapped or under-addressed niche markets and hidden needs," he said.

Satomi said that he asked Wacom, publisher of the Painter Classic software, for profiles of its customers. "This helped us focus the book," he said. "For example, we skewed the target audience older than we had originally planned and better reflected the needs of those users."

He said the common assumption is that digital-image editing and computer-assisted painting is for young people, but in reality people in their 50s or 60s are also interested in it. "We wanted them to be among the readers and did many things to better match their interests and needs," he said. For instance, the cover is less "showy and elaborate" than one meant to appeal only to younger readers, and "relaxing" colors were chosen for the cover and body of the book and larger, clearer typefaces were used.

Published twice a month by Mainichi Communications, Inc., *Mac Fan* has a circulation of 100,000. Its Mac Book Awards Committee was established last year to recognize excellence in Macintosh-related books.

For more information contact Wataru Satomi at wsatomi@idg.co.jp. WU

one on one the interview

Gigi Wang

IDC's senior vice president and chief marketing officer is this week's guest columnist. She may be reached at gwang@idc.com.

"In a nutshell, I represent IDC to our clients, and then bring the clients' feedback into our planning process. My goal is to have everyone at IDC be even more customer focused and to evolve our products and services in direct response to customers' feedback."

Q How did IDC fare in the first quarter of FY03?

A IDC had a great first quarter. Every research group met or exceeded its profit plan. Worldwide, we met our Q1 plan, and the outlook for Q2 is good.

Q IDC seems to have weathered dips in the IT market better than other research firms. Why?

A IDC's strategy is built on being a quality and precision company. In this business model, our primary focus is on customizing our products for each client and building extensive relationships within each client company, while also being operationally efficient. Our core assets are people. We sell value. Our competitors, on the other hand, have emphasized an operationally efficient strategy that does not focus on individual customer needs. In their business model, their primary focus is to have a single offering with minimal analyst support and sell it to as many clients as possible. Their core assets are efficient sales channels. They sell low price.

Over the past two years, IDC's strategy has proven to be more successful than our competitors' one-product-fits-all strategy. In IDC's model, each client buys only what they need. And each client works directly with analysts that specialize in their market areas. In our competitors' models, every client buys the same product. And inquiries pass through a centralized inquiry desk. Our more customized approach has resulted in stronger relationships with our clients, which in turn has resulted in sustained business.

Q How does IDC enhance its client relationships?

A We do several things. We listen to our customers, and we act on what we hear. One thing IDC does that is unique in the industry is we have a Global Research Advisory Council, which is a group of our largest clients around the world. Once a year we fly them in to a single location, and our senior management team spends two days listening to them, and they listen to us. They give us feedback on our products and services, and we prioritize our efforts based on that feedback. This year will be the 12th year in a row that we've held this customer council, and we are still the only market intelligence and advisory company that has such a customer forum.

Q What is IDC doing to grow revenue?

A We continue to expand revenues in two ways. First, we are providing even more products and services to our existing customers. Some of the growth is in new products. For example, we have a suite of products called Trackers and QViews that provide market share for a variety of markets on a quarterly basis. And we've increased the number of Trackers and QView products this year. We've also introduced our Telecom Black Book this year. Building on the success of our IT Black Book, the Telecom Black Book provides a top-level overview of more than 20 telecommunications-related markets in more than 50 countries. And all of our Black Book products are updated quarterly.

Other growth is in reaching new audiences within our existing client companies. Our clients have generally been in product marketing, strategic planning and business development. We've introduced new products that are targeted for other functional groups within our client companies such as marketing. We now have a suite of Go-To-Market Services that are targeted at marketing professionals.

The second way we're growing revenue is by expanding into new market sectors. We had started a new research practice in the financial services sector. In the past year, we acquired another market research firm, Meridien, that specializes in the financial services sector and merged them with our existing group. We spun out this merged group this year into a new unit, Financial Insights. This has opened up an entirely new opportunity for IDC.

Q Describe your career path and current role.

A I spent my first 12 years at IDC managing our Communications research group, which increased revenues 16-fold between 1990 and 2000. The telecom industry crashed hard, but we kept all our research products and introduced new ones. So we are coming out of the recession with a very strong portfolio of telecom/networking products.

In my new role, I wear multiple hats. I'm a spokesperson for IDC, speak at customer events and IDC events, do executive outreach to our major clients, work with IDC's senior management team on strategy planning and manage a number of corporate groups. In a nutshell, I represent IDC to our clients, and then bring the clients' feedback into our planning process. My goal is to have everyone at IDC be even more customer focused and to evolve our products and services in direct response to customers' feedback. For me, it's a perfect opportunity because I grew up on the client side, working for IBM and Wang, then moved to the market research side working as an analyst. Understanding both IDC's clients' needs and IDC's own strengths gives me an insight into developing our strategies and business.

In-depth *China Computerworld* features draw on IDG connections

Two major articles in *China Computerworld* (*CCW*) this year have resonated with Chinese IT entrepreneurs and government officials eager to better understand global IT trends and issues. The two articles represent the first time that the publication has reached out so extensively to individual members of IDG's global network. Previously, *CCW* mainly relied on content posted on the IDG News Service to develop articles that integrated global information.

封面报道

封面报道

IT产业世界 地图

More than 25 IDG offices and publications contributed to The World Map of IT Industry feature.

For more information on either feature contact *CCW* Chief Editor **Liu Jiuru** at liu_jiuru@ccw.com.cn.

The cover article of *CCW*'s Jan. 6 issue, "The World Map of IT Industry," was a 12-page piece that examined software, hardware and networking trends in 11 countries (China, France, Germany, India, Ireland, Israel, Japan, Singapore, South Korea, the U.K. and the U.S.). The story also reviewed various countries' government regulations on IT, policies for developing IT and the computerization of government agencies. *CCW* staff began researching the story last December, sending out a survey about IT trends and regulations to targeted IDG offices in those 11 countries and several external organizations and collecting information from other channels, including the Internet.

Additional support came from IDG-affiliated business units in Canada, Chile (IDC), Costa Rica, Czech Republic, Ecuador, Hungary, Iran, Malta, Myanmar, New Zealand, Nigeria, Norway, Poland, Serbia and Montenegro, and Ukraine.

According to *China CCW* Chief Editor **Liu Jiuru**, never before had such a large-scale report on the global IT situation appeared in the Chinese media.

The Feb. 17 issue included a special report on Cisco Systems' lawsuit against Chinese equipment giant Huawei Technologies Co. Ltd. for violation of intellectual property rights. In order to make the article as rich in content as possible, *CCW* staff supplemented their interviews with Cisco, Huawei, Chinese government officials and scholars with background information from their peers at other IDG China publications, as well as IDG publications in the U.S., New Zealand, Chile, Colombia and Germany.

"Ever since China joined the World Trade Organization [in December 2000], Chinese IT manufacturers and customers have to pay more attention to the development and innovation of the IT industry in other parts of the world," Liu said. "*China Computerworld* will do its best to offer more comprehensive information to its readers. We are looking forward to more cooperation with our sister publications." WU

ZOOM

continued from page 1

workshop material, how-to-get-started advice and tips and tricks so that they can optimize the results and the fun they get from their cameras," he said.

There are also several regular sections with human-interest features. These include random street-side interviews of people who are filming or taking pictures; profiles of celebrities, their cameras and some of the photos they've taken; and a contest in which readers can send their photos or movies to be judged by a panel of experts. The winner gets a prize and his or her entry published (photos in the magazine, video on the companion web site, www.zoom-magazine.nl).

ZOOM is being marketed through ads in major daily and weekly general-interest newspapers as well as special interest magazines such as those for new parents.

The editorial staff of *Computer!Totaal*, along with several freelance journalists and photographers, will produce the first six issues of the publication.

ZOOM is co-owned by IDG Netherlands and HCC, the world's largest computer club with more than 184,000 members and an organization that IDG has worked closely with on other projects. Indications that the market was ready for a publication like *ZOOM* came in large part from the results of HCC's massive member survey last year, as well as IDG Netherlands' reader surveys, the types of queries sent to both *Computer!Totaal* and sister magazine *Tips & Trucs*, market research from IDC and other research firms, and vendor interviews.

ZOOM Editor-in-chief **Eric Verweij**

IDG is responsible for *ZOOM*'s editorial, production and sales, while marketing is a joint effort. HCC members get a discounted subscription, and every new *ZOOM* subscriber who was not in HCC before automatically becomes a member.

For more information contact Eric Verweij at everweij@idg.nl. WU

ZOOM online

The *ZOOM* web site (www.zoom-magazine.nl) includes an online forum for users to communicate with each other on digital photography and videography topics and exchange ideas, advice and tips on where to buy the best cameras and camera products.

A bi-weekly e-mail newsletter launched in November, originally as a way to gauge reader interest in the publication, continues as a way to promote *ZOOM*. The newsletter currently has 2,000 subscribers, of whom 1,200 took up the offer for a discounted first issue of *ZOOM*. "Quite a heathly response," said Editor-in-chief **Eric Verweij**.

Coming up

Network World Technology Tour: Wireless LANs
March 18
Chicago
www.nwfusion.com/events/wlan

Directions 2003
March 20
Hynes Convention Center
Boston
www.idc.com/Directions03

Network World Technology Tour: Wireless LANs
March 20
The Omni Richardson
Richardson, Texas
www.nwfusion.com/events/wlan

Business Intelligence Conference
An IDC Nordic event
March 25-26
Stockholm

BioITWorld Conference & Expo
March 25-27
Hynes Convention Center
Boston
www.bioitworldexpo.com

Directions 2003
March 26
San Jose Convention Center
San Jose, Calif.
www.idc.com/Directions03

CTO Forum
March 31-April 2
The Fairmont Copley Plaza
Boston
www.infoworld.com

COMDEX China 2003
April 1-4
Beijing Exhibition Center
Beijing
www.comdex.com.cn

European Telecoms Forum
April 7-8
Sheraton Golf Parco de' Medici Hotel & Resort
Rome
www.idc.com/events

Security Solutions
A CW Schweiz event
April 9
Zurich, Switzerland
Contact: **Urs Flueckiger**
urs.flueckiger@idg.ch

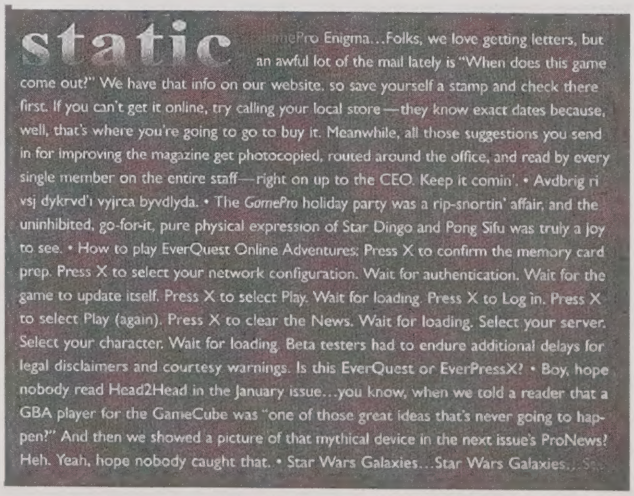
Enigma

continued on page 1

one of our lower-selling issues." He then spent the summer coming up with ideas and started crafting the puzzle in August. By November he had the full puzzle mapped out.

Many of the clues are text-based, but some are visual. While all the information needed to solve the puzzle can be found in the issue, there is a bonus clue at the *GamePro* web site, www.gamepro.com, and another at *GamePro*'s merchandise site, www.cafepress.com/gameprogear. Decoding and interpreting the clues will provide an answer that readers must mail in by March 31. One winner will be selected at random from all entries that contain the correct answer and a valid explanation of how that answer was reached.

Amrich said there are no "cheats" to his puzzle because he feared that someone might try to find a shortcut or "win without earning it. That's why a valid explanation of how the answer was reached was required in the rules, not just 'Oh, I heard the answer from a friend of mine at lunch, so I'll steal the credit.'" He said there is no minimum number of solved clues required to submit a valid entry, but he wanted to make sure that solvers did find *some* clues before mailing in an answer.



static mePro Enigma...Folks, we love getting letters, but an awful lot of the mail lately is "When does this game come out?" We have that info on our website, so save yourself a stamp and check there first. If you can't get it online, try calling your local store—they know exact dates because, well, that's where you're going to go to buy it. Meanwhile, all those suggestions you send in for improving the magazine get photocopied, routed around the office, and read by every single member on the entire staff—right on up to the CEO. Keep it comin'. • Avdbrig ri vsj dykrvd'ı vyjrca byvdlyda. • The *GamePro* holiday party was a rip-snortin' affair, and the uninhibited, go-for-it, pure physical expression of Star Dingo and Pong Sifu was truly a joy to see. • How to play EverQuest Online Adventures: Press X to confirm the memory card prep. Press X to select your network configuration. Wait for authentication. Wait for the game to update itself. Press X to select Play. Wait for loading. Press X to Log in. Press X to select Play (again). Press X to clear the News. Wait for loading. Select your server. Select your character. Wait for loading. Beta testers had to endure additional delays for legal disclaimers and courtesy warnings. Is this EverQuest or EverPressX? • Boy, hope nobody read Head2Head in the January issue...you know, when we told a reader that a GBA player for the GameCube was "one of those great ideas that's never going to happen?" And then we showed a picture of that mythical device in the next issue's ProNews! Heh. Yeah, hope nobody caught that. • Star Wars Galaxies...Star Wars Galaxies...

Can you find the Enigma clue hidden in this column in the March issue of GamePro?

While there are no cheats, some clues are more helpful than others, he said. Other clues are interconnected, so if gamers find the right combination of clues, they might find themselves "on an express path to the answer."

The puzzle was tested in-house by Amrich's "Majestic Eight," eight *GamePro* employees from editorial, design, production, and online who would need to know about the puzzle ahead of time so they would not edit out a clue because it appeared unusual.

"They were also my litmus test for whether the puzzle made sense, if the logic was sound, and if it was too hard — as Wes originally cautioned against — or too easy — as I was afraid it might be," Amrich said. "They gave it their blessing, made sure all the clues went in where I wanted them to go, and, most of all, kept it a secret — even among the staff." *GamePro* Web Developer **Julie Ramirez** won an in-house competition to see who could solve it first, "although by her own admission she is not normal when it comes to puzzles," Amrich said. "She has a mind for them and was able to identify and decode several of the clues in a single evening."

He explained his puzzle to *GamePro* staffers in terms of "Myst," the 1993 puzzle game in which players unraveled a mystery by exploring an island and gathering information, the meaning of which is initially obscure. "Of the people who have solved [mine] so far, most have said, 'Wow, I didn't get it for a long time, and then the light just went on.' I feel certain the puzzle is logically sound, and the handful of people who have solved it bear this out. The first two who solved it got there by entirely different paths, which was very gratifying."

To date Amrich said he has received four correct answers, eight wrong ones and positive reader feedback. "My favorite was a teenager who posted in our web site forum, 'This is stupid, the clues contradict each other, this is open to debate, this whole puzzle makes no sense, I'm giving up, this is too hard.' A few hours later he followed that up with, 'Oh my god, I just figured it out, this is awesome, everything fits, everything just clicked into place, but next time, *GamePro*, you gotta make it hard because this was way too easy!' I had to laugh. If you can solve it, it's too easy. If you can't, then it's too hard. There is no 'just right' in puzzles."

Amrich said he would love to run an annual puzzle. "I have the structure for another Enigma mostly laid out already. Heh heh heh."

For more information contact Dan Amrich at damrich@gamepro.com.

noteworthy people

IDG WORLD UPDATE

Rebello

New employees

Regina Rebello joins PC World Online as advertising operations coordinator, coming from Topica where she held a similar title, trafficking online advertising and managing newsletter advertising campaigns and marketing campaigns. She holds a B.A. in communications from the University of California/San Diego. In her off hours, Regina works with dogs from a local animal shelter and Golden Retriever Rescue.

IDC Mexico has hired **Martin Rodriguez Arroyo** as a senior analyst in its Telecommunications group, where he will focus on landline, networking, mobile and broadband technologies. Prior to IDC he worked for Teledata, Nokia Networks' partner in Mexico. He holds a B.S. in telecommunications engineering from Mexico City's Instituto Tecnológico y de Estudios Superiores de Monterrey. An avid soccer fan, he also enjoys world music and wine tasting.

Network World has hired **Scott DeLugan** as senior production coordinator. He was previously a graphic artist with CP Promotional Concepts in Old Chatham, N.Y., where he designed artwork and collateral material, as well as the occasional Web site, for corporations and small businesses. He earned a B.A. in English/journalism from the Massachusetts College of Liberal Arts and enjoys skiing, reading and attending concerts at Tanglewood in Western Massachusetts.

Mark Dawson is one of IT Careers' account executives, a title he also held at his previous job with Monster.com. He has a B.S. in criminal justice from the University of Vermont and enjoys hockey and weightlifting.

IDC in Framingham, Mass., welcomes **Nadia Syed** as a staff accountant. She most recently worked as a project coordinator for American Tower Corp. Nadia has a B.S. in management information systems from Worcester Polytechnic Institute in Worcester, Mass. Outside the office she enjoys drawing, painting, writing and watching movies.

Joseph Altria is a media services executive for IDG Global Solutions in Staines, U.K. He has a B.A. in graphic design from the Surrey Institute of Art and Design, University College, in Surrey, U.K. Outside the office he enjoys photography, doing graphic design work for friends and keeping fit.

Returning employees

Andrew Haney returns to IDG as an account executive handling inside sales for IT Careers; he was previously an account manager with IDG Global Solutions. A graduate of Westfield (Mass.) State College, he holds a B.S. in business management, has a second major in economics and a minor in recreation and tourism. He enjoys travel, soccer and spending time with family and friends and said he is proud of "having a great relationship with IDG that allowed me to come back as soon as I have."

Matt Sweeney returns to IDG to lead the sales team at Computerworld as VP/national associate publisher. Matt, who will be based in Framingham, most recently served as national associate publisher at Ziff Davis' *CIO Insight* magazine and previously as associate publisher/East for *PC Magazine*. He also held senior sales management positions with two dot-com companies: RealNames and IdeaLAB. Matt originally joined IDG in 1995 as associate publisher at *Macworld* magazine and was promoted to publisher and VP of sales. He left the company in 1999. "Matt led a very strong field of candidates for this position and comes to us highly recommended with a strong track record of success in leading sales organizations in the tech media field," said Computerworld Acting President **Martin Taylor**.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

what's working

Corporate Services staff get better acquainted via the "Lunch Bunch"

What if your business unit offered you a gift certificate and told you to take a little extra time to enjoy lunch at a nearby restaurant? You'd probably say "sure," but what if your lunchmates were colleagues you didn't know very well? Thirty-five employees from IDG's Corporate Services Group (CSG) rose to the challenge recently and had a great time getting to know their peers from the Human Resources, Legal, Finance, Tax, Accounting, Office Services, Credit and IS departments in Framingham, Mass.

The CSG's Corporate Action Council (CAC), which sponsors cultural and employee events, organized the activity last month. The coordinators, Applications Analyst **Pedro Villafane** and Senior Tax Accountant **Yong Peng**, sent an e-mail to all CSG employees explaining the "Lunch Bunch" project. They divided the respondents into seven groups of five, being sure each group had a mix of departments and people who didn't know each other well.

Each group was told to pick a leader, select a date and choose from one of three mid-priced restaurants. On that day, each member of the group picked up their $5 gift certificate to help defray the cost of the meal (and an evaluation form to fill out later) and set off for a longer-than-usual (90-minute) lunch.

Participants were so enthusiastic about the lunches that the CAC plans to organize another Lunch Bunch later this year.

For more information, contact Pedro Villafane at pedro_villafane@idg.com.

What's working well at your business unit? Send ideas to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

39

Patrick McGovern *IDG*

26

Diane Martin *CXO Media*

25

Tom Monahan *Computerworld*

24

Walter Schönberger *IDG Germany*

23

John Dix *Network World*

21

Fernando Moran *IDG Spain*

20

Lucy Sheehan *IDG*

17

Anne-Lise Wang *IDC Nordic/Denmark*
Christine Grelet *IDG France*

15

Peggy Watt *PC World*
Vibeke Whitehead *IDG New Zealand*

Watt

13

Grant Clothier *IDG New Zealand*

12

Cathy O'Leary Hayes *CXO Media*
Heidi Broadley *Computerworld*

O'Leary Hayes

11

Frances Whalen *IDG Research Services*
Michael Cooney *Network World*

10

Naohito Kato *IDG Japan*

9

Jaikumar Vijayan *Computerworld*
Garry Vlass *IDC*

8

Antonette Cutone *IDG*
Andreas Bertgsman *IDG Sweden*

7

Tom Field *CXO Media*
David Daoud *IDC*

6

Sean McDonald *PC World*
Carl Olofson *IDC*

5

Mikael Arnbjerg *IDC Nordic/Denmark*
Pierre Granier *PC World*
Lisa Thompson *Network World*
Agnieszka Switkowska *IDG Poland*
Lidia Cendros *IDG Spain*
Nicole Spitzauer *IDG Germany*

4

Amy Turrell *CXO Media*
Chris Brown *CXO Media*
Gussie Wilson *Computerworld*
Aaron Gallagher *InfoWorld*
Jack McCarthy *InfoWorld*
Jon Seff *Macworld*
Patrick Beyries *IDG*
Jessica Wennberg *IDG Sweden*
Nicole Glats *IDG Germany*
Richard Yen *IDC Japan*
Nadejda Karadjova *IDG Bulgaria*
Amy Kotsopoulos *IDC*

3

Michele Wescott *Computerworld*
Nora Hayes *IDG World Expo*
Stephen Athan *IDG World Expo*
Wat Maruyama *GamePro*
Alain Coffre *IDG France*
Maria Nilsson *IDG Sweden*
Jon Röhne *IDG Sweden*
Lisa Skoog *IDG Sweden*
Abraham Rodriguez *IDG Spain*
Sera Opoku *IDG Germany*
Manuela Wittenhagen *IDG Germany*
Arne Arnold *IDG Germany*
Mariko Murakami *IDG Japan*
Ken Amemoto *IDG Japan*
Emiko Morino *IDG Japan*
Alan Promisel *IDC*
Ian Rubin *IDC*
Pennie Edgren *IDC*

2

Åke Lunden *IDC Nordic/Sweden*
Keld Mellerup *IDC Nordic/Denmark*
Louise Hasbo *IDC Nordic/Denmark*
David Lake *PC World*
Andrea Patterson *IDG List Services*
Bushra Khalid *IDG*

Lake

Alex Guzman *GamePro*
Linda Bertolissio *IDG Australia*
Gavin Sherry *IDG Australia*
Betinna Mariah Larsen *IDG Denmark*
Birgitte Henriksen *IDG Denmark*

1

Melissa Richards *PC World*
Robin Kofsky *PC World*
Luigi De Re *IDG Italy*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Address changes for IDG Poland, Corporate Communications

IDG Poland is now located at the following address:

IDG Poland S.A.
ul. Jordanowska 12
04-204 Warsaw
Poland

Tel: 48-22-3217-800
Fax: 48-22-3217-888
Direct fax for Managing Director **Kazimierz Szot**: 48-22-3218-060

IDG Corporate Communications is now located at:

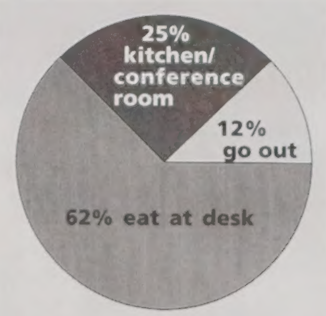
3 Post Office Square, 4th floor, Boston, MA 02109

New phone numbers are as follows (fax and e-mail remain the same)

Sarah Hansen, director, 617-239-7882
Sarah Godbout, manager, 617-239-7817
Jennifer Campia, assistant, 617-239-7815

Question of the week

IDG employees responding to last week's question of the week, "What's your normal workday lunch routine?" are an industrious bunch with 62% indicating they eat right at their desks.



Be sure to visit www.idgworldupdate.com and answer this week's question: "What was the last live performance you watched: a play, a concert, a professional athletic event or a child's performance?

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Rich Green** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* sport safes.

Honorable mentions

"Margaret, *this* is what is meant by a 'Single Point of Failure.' "
Michael Fahlsing *CXO Media*

"I knew we should have gone with the wireless network."
Sandy Weill *Network World*

"I submitted a requisition form to the CFO for a second power strip yesterday. If the finance committee signs off, we'll have it by Q3."
Ted Samson *InfoWorld*

style rules!

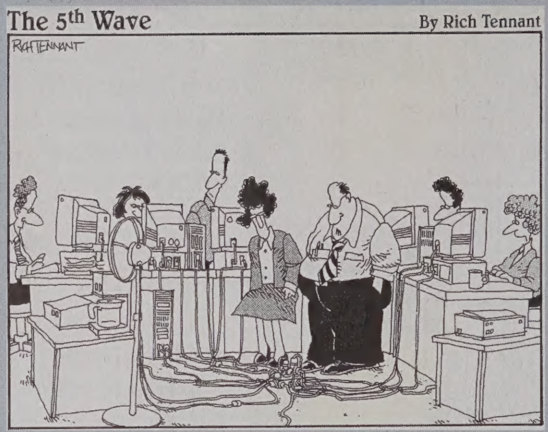
IDG News Service Assistant Editor **Nancy Weil**, (a.k.a. the Style Goddess) keeps News Service staff on their journalistic toes with periodic updates about important style and grammar considerations. Below, some recent highlights. Note: these are selected for general usefulness and interest. Some points of style may not be applicable outside the U.S.

Yes, Virginia, there is a difference: *Jail* and *prison* are not the same and should not be used synonymously. This might come as a shock to those among us who have not covered courts and crime previously or who have no history of incarceration. *Prison* may be generically applied to *penitentiaries* (which are maximum security institutions), to *correctional institutions* (medium security) and to *reformatories*. Such places are where you get sent for felony crimes.

Jails, on the other hand, are where you go for misdemeanors or sometimes when you are waiting for your trial to begin or for sentencing in either a felony or a misdemeanor case. *Jail* is where you get to spend the night after your arrest and before bail is set and posted. You also get locked up there if you are busted on a civil matter, like not paying your ex his alimony, or contempt of court.

Trios and duos (a-one and a-two and a- ...): These handy words should not be used in place of the words *three* and *two*. They are not synonyms. *Trios* and *duos* refer to music. Companies do not, therefore, unveil trios and duos of anything unless they are revealing new company musical groups. They unveil three new whatevers or two new thingamajigs. You won't find this reference in the AP Stylebook. I assume that is because they assume everyone is now sufficiently acquainted with the rule on it. *The New York Times* and various other individual media outlet style manuals do continue to have entries explaining this.

Weil may be reached at nancy_weil@idg.com.



"The bad news is we still can't connect to the Internet or even to our printer...the good news is any one of us can start that fan with a single keystroke."
Rich Green *IDG List Services*

"We need these braided, color coded and tie-wrapped before we reboot everyone."
Mike Barbato *CXO Media*

"When you said you could connect our computing resources to one application, I was thinking it was a little more high tech."
John Gomez *IDG Games Media Group*

Rich Tennant's original

"I guess you could say this is the hub of our network."

photo finish

Just kidding around

*Employees at IDC Latin America in Miami recently spent a morning acquainting the next generation with their parents' workplace as well as each other. Joining in the fun were back row (l-r): Joey Dray, **Rica Dray** (telecom director), Teri Dray, Asher Long, **Dan Long**, (consultant), Lourdes Machado, **Teresa Machado** (desktop publishing specialist). Front row (l-r): **Darren Ware** (software analyst), Carson Ware, Jordan Long, **Lisa Echavarria** (consulting director), Adrian Echavarria, **Monique Gibelli** (research and consulting VP), Victor Gibelli and Athena Gibelli. Not pictured: **Ricardo Villate** (server senior analyst) and Andres.*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Ilona Juhola *IDC Latin America*
Annemarie Lootsma *IDG Netherlands*
Francis Mao *GamePro*
Mieko Nishi *IDG Japan*
Karen Ren *IDG China*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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CIO captures Grand Neal for editorial excellence

CIO, CSO, Bio•ITWorld, Computerworld take home total of eight awards

IDG WORLD UPDATE

How Grand it is! CXO Media staff celebrate their big win at last week's Neal Awards. Front row (l-r): ***Mary Lester****, executive director art & design;* ***Alison Bass****, executive editor;* ***Michael Goldberg****, executive editor. Back row (l-r):* ***Sarah Scalet****, senior writer;* ***David Rosenbaum****, managing editor;* ***Scott Berinato****, senior editor;* ***Abbie Lundberg****, editor-in-chief;* ***Lew McCreary****, editorial director; and* ***Elaine Cummings****, managing editor, CSO.*

Four IDG publications earned honors in eight categories at last week's Jesse H. Neal National Business Journalism Awards held at the Waldorf-Astoria Hotel in New York. Leading the pack was *CIO*, which took home the Grand Neal Award, the top editorial honor presented to one publication across all categories and circulation sizes. *CSO*, launched in 2002, received "Best New Publication" and was first runner-up in the Grand Neal category. *Bio•IT World* took home two awards: "Best Single Article" and "Best Subject-Related Series of Articles" while *Computerworld* editors earned accolades for "Best News Coverage."

"It just doesn't get much better than yesterday!" said CXO Media President **Walter Manninen** in a memo to staff. "What impressed me most was the look on our team's faces as the awards were called

continued on page 6

Bob Carrigan returns to IDG to lead Computerworld

Bob Carrigan *will take over from acting President* ***Martin Taylor*** *on April 7.*

Bob Carrigan is a man with two missions. The 37-year-old Boston University grad, who earned his publishing stripes during an 11-year career at IDG in the 1990s, is determined to fully restore IDG's flagship brand to its position of undisputed leadership within the industry. He also plans to qualify to run in the 2004 Boston Marathon.

He will get his chance to tackle his first objective beginning April 7 when he returns to IDG as publisher, president & CEO of Computerworld. "I am excited to be coming back to IDG and fully committed to the challenge at hand," said Carrigan, who left *PC World* in April 1999 to accept a position as senior VP at Spinner.com (which was later purchased by America Online).

"IDG is a unique and special company, one that I am clearly very familiar with given my 11 years of prior experience here," he said. "The chance to lead the entire operation at Computerworld — to develop

continued on page 5

Computerworld connects with record crowd at Premier 100

IDG Chairman ***Pat McGovern****, keynote speaker Susan Unger, SVP and CIO of DaimlerChrysler AG, and CW Editor-in-chief* ***Maryfran Johnson*** *spoke on the first day of the Premier 100.*

Many companies might be cutting their conference travel costs, but a substantial number of the most elite CIOs, CTOs and technology VPs in the U.S. make sure they have the Computerworld Premier 100 IT Leaders Conference on their itineraries. A

continued on page 4

in brief newsworthy

New IDC Taiwan subsidiary holds inaugural event for media, clients

(L-R): IDC Taiwan Country Manager **Terry Tsao**, Managing Director of IDC Asia Pacific **Piyush Singh**, and Senior Vice President of IDC International Business Units **Philippe de Marcillac** participated in the Feb. 24 kickoff event.

Looking to expand IDC's products and services in Taiwan, IDC officially opened its wholly owned subsidiary operation in Taipei with a media and client event last month. For the past nine years, IDC's interests in Taiwan had been overseen by a series of independent representatives. Now under the direction of Country Manager **Terry Tsao**, the staff of 12 analysts, sales reps and marketers serves more than 50 clients in the region.

After the opening ceremony and a press conference for 40 reporters in the morning, the company kicked off a series of luncheons and market forecast seminars with a half-day session for 200 high-level telecommunications executives and decision makers. "The audience was impressed, not only by the quality of market research that IDC has achieved but also by its global resources," said IDC Taiwan Marketing and Sales Support Executive **Emerald Wu**.

For more information go to www.idc.com.tw or contact Emerald Wu at ewu@idc.com. WU

IDG Denmark sells 9-year-old book division to supermarket chain

IDG Denmark has sold its 9-year-old IDG Books division to FDB/COOP Nordic, the largest supermarket chain in the region serving customers in Denmark, Norway and Sweden.

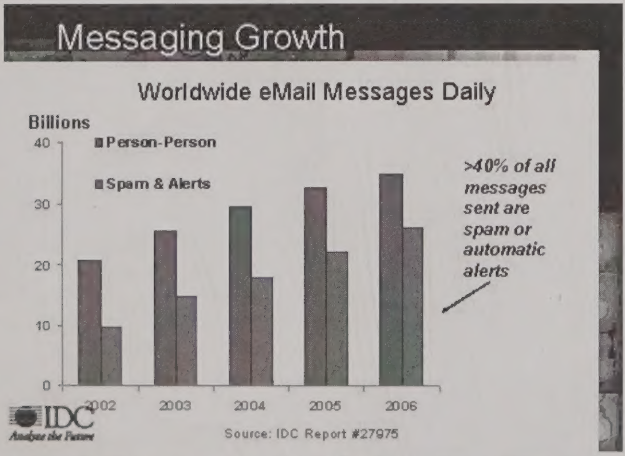
Although both parties agreed not to disclose terms of the deal, IDG Denmark Managing Director **Preben Engell** called the arrangement "very satisfactory" and said his company would provide support to FDB/COOP over the course of the coming years as it completes the takeover of the book publishing business.

Seller **Preben Engell** (l) and buyer Poul Dines sign the books division deal.

IDG Denmark's best-selling titles have been its software booklets, which have sold more than 6 million copies throughout the country. According to Poul Dines, president of FDB, "We are looking forward to expanding the sales of IT-related books and booklets in our supermarkets. Increasingly, people are purchasing this type of information in stores such as ours, and we consider this a very promising opportunity."

Engell said that some of the profit realized from the sale will be invested in the company's biotech venture. IDG Denmark launched the monthly *Biotech Denmark* last September, and according to Engell, the effort has required more resources than expected at the time of launch. "This sale allows us to refocus our efforts on our core IT news-related activities," Engell said. WU

IDC's annual Predictions list earns high-level coverage



According to IDC, the messaging market is expected to grow 27% in 2003, the total number of e-mails sent this year will grow to 40 billion a day, and the number of corporate instant messaging users will grow 100% to more than 30 million.

IDC's Predictions 2003 garnered solid media coverage early this year, with Chief Research Officer **John Gantz**'s top 10 predictions receiving coverage in more than two dozen major publications including *The New York Times*, *Financial Times*, *Miami Herald* *U.S. News & World Report* and *The Globe and Mail* (Toronto).

For a PDF with the predictions, contact **Karen Weston** at kweston@idc.com or see the attachment in this article on www.idgworldupdate.com.

Check the resources on IDG Central

IDG's intranet, IDG Central (http://idgcentral.com), has an array of resources related to IDG company news and information, corporate communications, IDG Human Resources, management resources and global product line information. There are also links to IDG.net, the IDG News Service, the online IDG Directory and IDG's sales intranet (www.idgcia.com). To request a password, go to http://idgcentral.com. If you have lost your password, send an e-mail to globalcomm@idg.com.

one on one the interview

Abbie Lundberg
The editor-in-chief of CIO magazine is this week's columnist. Reach her at lundberg@cxo.com.

Briefly noted

Number of years with the company 15

Joined as Part-time copy editor

Career path at CIO Copy Editor, Associate Editor, Assistant Managing Editor, Managing Editor, Editor, Editor-in-chief

Year CIO launched 1987
Frequency of publication: bi-weekly

Circulation 140,000

Q As editor-in-chief of *CIO* magazine, how involved are you in the day-to-day creation of the magazine?

A *CIO* has a fantastic staff of very talented, experienced senior editors. We've worked together for many years now, and not only do they understand our readers' needs deeply, they also know the calls I'd likely make and when to involve me in decisions. I participate in our pitch and mix meetings, where we decide which articles we'll be assigning for a given month's issues; review select issue content (cover stories, controversial topics, new efforts) for high-level input; participate in "team roughs," where we review the entire issue before it gets proofed; work on our covers; write the editor's letter; and edit an occasional column.

Q What are your primary responsibilities?

A In addition to what I've already described, I spend a chunk of time on executive staff work — this year we've been focusing on new-revenue-generating opportunities, and I serve on a number of different task teams. I field a lot of partnership requests — things like media sponsorships, joint research efforts and strategic partnerships with various CIO groups. We've recently instituted a process to manage such opportunities as we don't have anyone dedicated to doing that right now. I spend a lot of my time on content development for *CIO*'s four major events. We have a really talented person, **Cynthia Mollus**, who heads up that effort for our executive programs group; she and I have a great partnership and work closely together. And I do a fair amount of outside speaking — this spring I'll be speaking at a Gartner EXP meeting, Oracle's CIO Summit, Peoplesoft's Leadership Summit and the CIO Perspectives conference. One of the most important things I do is manage the senior staff. I've become a real believer in doing regular, thorough reviews that focus on planning and goals for the year ahead, with regular check-ins to keep things on track.

Q How do you as editor-in-chief stay close to your readers?

A By talking to them. Our conferences provide the best opportunity for this — we do reader panels at every event, and the edit staff facilitates topic-focused roundtable discussions over breakfast on the second day of the conference. We've also been hosting a series of breakfasts around the country where we get CIOś together to discuss the critical issues of the day. We pay a lot of attention to our annual reader survey, and we tap into our editorial advisory board, including getting them together for a face-to-face meeting once a year. We use these two things, plus the editorial awards process, to drive our planning for the year ahead.

Q What are the top concerns on your readers' minds these days?

A The health of their businesses. Everything's about how to be more efficient and effective. They're focusing on basic blocking and tackling — how to do things better. Beyond that, topics of interest right now include open source, outsourcing (especially offshore), developing IT leaders on their staff, integration and new legislation and regulations that affect their businesses and their jobs (like Sarbanes Oxley, the Patriot Act, HIPPA, etc.).

Q What keeps you up at night?

A Everyone wants a piece of the CIO these days. Competition for our readers' attention is fierce. I focus obsessively on keeping *CIO* magazine the most relevant, compelling source of critical information for CIOs.

Q How do you do that?

A By understanding our readers' needs, hiring the most talented journalists and creating an environment for them to do their best work. And never, ever getting complacent.

Q Has the role of the CIO evolved since *CIO* launched and if so, can you give some examples of how *CIO* has evolved to meet those changing requirements?

A Absolutely. When *CIO* was launched, its readers were just emerging from the data processing center into the business. Our mission early on was to be their champion, pump them up, help them be successful in that new setting. Today the CIO has a seat at the executive table. That carries with it a higher level of accountability. In response, *CIO* magazine has taken on a sharper edge. Our coverage is more complex. We do fewer success stories and more realistic looks at the good, the bad and the ugly. We still focus on lessons learned — what can our readers gain from the experience of their peers — but the picture we present is more nuanced, with more shades of gray. A few recent examples of this are our Feb. 15 cover story about the network outages at CareGroup and our March 15 profile of CIGNA's CRM troubles.

"Competition for our readers' attention is fierce. I focus obsessively on keeping CIO magazine the most relevant, compelling source of critical information for CIOs."

Premier 100

continued from page 1

COMPUTERWORLD
PREMIER
100

Computerworld staff on site at the Premier 100 award ceremony included (front row, l-r): Director of Sales and Sponsorship Marketing ***Ann Harris****; Event Marketing Coordinator* ***Kate Davis****; Editor-in-chief* ***Maryfran Johnson****; Project Manager* ***Linda Bennett****; Events Operations Specialist* ***Lynn Mason****; Marketing Specialist* ***Keeley Guillerme****. Standing (l-r): Manager of Systems/Operations* ***Mike Mutrie****; Executive VP* ***Ron Milton****; VP, Strategic Initiatives* ***Leo Leger****; Acting President* ***Martin Taylor****; Administrative Coordinator* ***Shari Redan****; Manager Strategic Programs and Events* ***Michael Meleedy****; Director, Event Marketing and Conference Programs* ***Derek Hulitzky****; Customer Service Coordinator* ***Chris Leger****; Events Program Coordinator* ***Pam Malingowski****; Facilities Director* ***Rick Ciliberto****.*

record-setting 500-plus executive-level attendees — more than 100 above last year's figures — traveled to Scottsdale, Ariz., last month for three days of idea-sharing and cost-cutting strategies that maximize the business value of IT.

"They really come for the peer-to-peer networking and the connections with each other," said *Computerworld* Editor-in-chief **Maryfran Johnson**. "We put them on stage as speakers and panelists, and then we get out of the way."

"Getting senior-level IT people to attend events is difficult in the best of times," said Computerworld Executive VP/Strategic Programs **Ron Milton**. "Achieving these results in today's business climate is testament to the skills of the many *Computerworld* professionals working together on the content creation, audience development, sponsor recruitment and production of this very successful conference."

This theme of this year's fourth annual Premier 100 was "Leading the Way to the Real-Time Enterprise" and featured addresses and interactive panels (some chaired by *CW* writers and editors) from a wide range of senior technology executives and industry experts.

Day 1 was loosely scheduled around infrastructure and integration themes, while Day 2 covered security and management and leadership. Other issues covered were automation, the virtual organization, and proving the value of IT. For example, DaimlerChrysler AG Senior Vice President and CIO Susan Unger described how her firm had reduced production costs by 30% by using technology, such as manufacturing design, simulation and visualization tools, in non-traditional ways.

The agenda is created from the responses to a lengthy survey that potential Premier 100 honorees complete. (The Premier 100 IT Leaders are nominated by *CW* editors and writers, other IT business executives, PR firms, industry organizations, and recruiters). "We ask about everything from vendor selection criteria to management tips and tactics to leadership lessons and thoughts about technology, projects that they have under way, projects that have done well vs. not-so-well, people management, IT futures — everything," Johnson said.

Computerworld Director of Event Marketing and Conference Programs **Derek Hulitzky** pegged the increase in attendees to the relevance of the event's agenda and the techniques used to publicize it. "We settled on it early and brought it to market right away. We began the major attendee marketing push in November using extremely targeted lists and e-mail invitations and didn't let up until the opening day of the conference."

Sponsoring companies, which this year included Kintana, Teradata, Unisys and Palm, are not at the Premier 100 to pitch their products but are required to provide either a user or customer to present a case study or put their own CIO or CTO on stage to offer best practices. "The vendors are heartily discouraged from speaking about products or doing marketing pitches," said Johnson. "Amazingly, and to their credit, they all comply."

Martin Krempasky, Unisys VP Customer Relations, said that by having customers, not vendors, as speakers the Premier 100 presentations were far more credible. "As a sponsor, I appreciate the level of the attendees and the serious conversations we've had with them," he said.

Created from the outset as a coordinated package consisting of a conference, awards program and special issue, Computerworld also used the event to recognize the 100 innovative IT leaders profiled in its Jan. 6, 2003, issue. Selected honorees, chosen from a pool of more than 600 nominees, were profiled in CW's Jan. 6 issue devoted to the Premier 100 executives. Honorees, who can only be so honored once, are also "inducted" into Computerworld's exclusive online Executive Suite community. (For more information on the selection process and a list of the 100 leaders by industry, go to www.computerworld.com/premier100.)

For more information go to www.premier100.com or contact Maryfran Johnson at maryfran_johnson@computerworld.com.

Get ready for the annual

IDG Employee Opinion Survey

It's coming to you online!

Survey distribution begins the first week of April;
Completed surveys due back by April 18

What is it?
The opinion survey provides employees with the opportunity to anonymously provide their views in areas including IDG as a company, business unit image and leadership, work environment, job training, growth potential, management, compensation/rewards/recognition and performance management.

Why do we do it?
The IDG Employee Survey is an important communication tool that provides IDG management with critical information on the internal health of the organization. Analyzing the results presents IDG with an opportunity to focus on organizational and employee needs and leverage its strengths to gain a competitive advantage. The employee survey is a powerful tool by which employees can facilitate work place enhancements and organizational change.

How is it used?
Over the years survey results have produced positive changes at the departmental, business unit and company-wide levels. Examples of recent benefit enhancements include expansion of investment options and contribution levels within IDG's 401(k) plan.

Survey anonymity
Critical to the success of any survey is the honest and candid feedback of respondents. Critical also is the survey firm's ability to provide an absolute assurance of respondent anonymity. Because all data submitted by respondents goes directly to Research Results, Inc., an independent research firm, and is captured in a secure database on the Research Results server, the confidentiality of individual responses is guaranteed.

Survey access
Employees can access the survey via a hyperlink embedded in an e-mail message sent by Research Results. Clicking or typing in the survey link and entering a unique password provided to each employee leads directly to the online survey. Employees may complete the survey in one sitting or start and come back later to finish it without losing any previously answered information.

Who looks at it?
Summary reports are supplied to IDG Corporate Human Resources, which then gives the reports and any additional analysis to IDG Chairman Pat McGovern and the IDG Executive Committee.

What happens at my business unit?
Business units are expected to share the survey results with employees at departmental meetings providing a forum to further explore any issues raised in the summarized data. Each business unit is then asked to create an action plan outlining the most critical issues to be worked on in the coming year.

How do I get the survey?
During the first week of April, all U.S. employees will receive an e-mail from Research Results that includes a link to the Employee Opinion Survey on the Web and a password. In order to ensure anonymity, several steps have been taken:

1. Survey codes will allow employees to identify themselves as part of a department within a business unit but cannot be traced back to a single employee.

2. No one within IDG sees any of the completed surveys. Only Research Results receives the original survey responses.

3. After the data is processed and verified, all survey submissions are purged.

For additional information, contact your Human Resources department.

IDG

March 17, 2003

Director, Account Management Services (IDC)
IDC, the global leader in advisory research on the adoption of technology, seeks a Director, Account Management Services in its Global Access Group. Drawing on IDC's vast resources in market trends and analyst expertise, the Global Access Group provides technology market information to the financial community, consultants, advertising, public relations, media firms, industrial users and producers of technology components, and IT Professionals. This position will be responsible for the account management services provided to clients of the group. This position reports to the Senior Vice President, Global Access Group, with matrixed reporting to the Director, Investment Research Services and Vice President, IT Advisory Products. ***Location: Framingham – MA***
Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Account Manager (PCW)
PC World is looking for an Account Manager for its San Francisco/LA/Western U.S./Western Canada territory. S/he will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for PC World magazine. Candidates must be able to develop long-term partnerships with key clients and agencies, and should have strong presentation and negotiation skills combined with creative sales techniques. A proven track record of fulfilling sales goals, solid contacts in the computer industry, and prior experience selling print/online space for a major computer/business publication required.
Location: Irvine - CA; San Francisco – CA
Contact: S. Green, Fax: 949-757-1073, Phone: 949-442-4021, Email: susan_green@pcworld.com

Customer Service Representative (IDC)
The Customer Service Representative will be responsible for supporting IDC Latin America's external and internal customers with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing all customer support to IDC Latin America's sales staff by creating reports, inputting orders, assisting the sales team members and collaborating with analysts. A Bachelor's or Associate's degree or equivalent experience required. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems - proficiency with the Microsoft Office suite is a must. The CSR must be fluent (can write and speak) in either Portuguese or Spanish. The ideal candidate will have 2-3 years of previous experience as a Customer Service Representative in the Information Technology or Telecom industry. This position requires minimal travel - approximately four trips per year, or as determined by manager.
Location: Miami – FL
Contact: G. Lawrence, Fax: 508-935-4432, Email: glawrence@idc.com

Single Copy Sales Manager (GMG)
GamePro, the leading multiplatform gaming magazine and 2nd most popular male teen magazine in the America, has an exciting opportunity for a Single Copy Sales Manager. Reporting to the Circulation Director, this position will oversee all aspects of newsstand, retail, and specialty store business. Responsibilities include managing draw and sales efficiencies, maximizing single copy distribution in all channels, management of national and specialty distributors and consultants, analyzing and enhancing sales, developing industry partnerships, and meeting business goals. The SCS Manager will be responsible for strategic planning, budgeting, comprehensive financial reporting, and developing and implementing promotion efforts to boost newsstand sales. Candidates should have 5+ years SCS experience with a major paid circulation title, a track record of driving SCS revenues, a network of current industry contacts, and a combination of exceptional marketing and sales abilities with top-notch communications and analytical skills. In addition, qualified candidates will have supervisory experience and should be creative, efficient, organized with excellent written/verbal communication skills and must be a team player. PC proficiency in Excel and Word, strong financial and analytical skills, and the ability to handle/prioritize multiple tasks in a fast-paced environment are a must. Electronic entertainment industry or consumer publishing experience a plus. ***Location: Oakland - CA***
Contact: S. Brown, Email: susan_brown@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Copy Editor (GMG)
Code Vault magazine, by the editors of GamePro, is presently looking for a full-time copy editor. Applicants should be detail-oriented and have a firm grasp of grammar and The Chicago Manual of Style, have the capacity to learn quickly and handle stress, the ability to work rapidly and multitask, with print/online publishing experience. PC, Mac, and Word skills are a must; Quark, Photoshop, and desktop publishing experience is a definite plus. Candidates with a working knowledge of video games, and the ability to generate editorial content about video games are preferred. To submit your resume electronically, please email jobs@gamepro.com--you MUST list Copy Editor as the subject heading. ***Location: Oakland – CA***
Contact: K. Shackelford, Fax: 510-768-2705, Phone: 510-768-2764, Email: jobs@gamepro.com

Executive Assistant to the CEO (GMG)
GamePro, the leading multiplatform gaming magazine and 2nd most popular male teen magazine in the America, has an exciting opportunity for an Executive Assistant supporting the Office of the President/CEO. Responsibilities include general administrative support, including managing the department calendar and budget, coordinating travel and expense reports, handling incoming and outgoing calls, event planning, maintaining a monthly communications report, filing as well as other special projects. This position includes frequent interaction with all members within the company as well as customers, vendors and other business relations. Ideal candidate will have excellent communication skills, strong attention to detail, ability to multi-task in a fast paced environment and effective PC skills (MS Word, Excel, PowerPoint) and knowledge of Lotus Notes preferred. This position reports to the CEO, works directly with the Senior Management staff, requires a high degree of professionalism and a minimum of 5 years of senior management level administration experience. This is an extremely busy, visible position with room for growth. ***Location: Oakland – CA***
Contact: K. Shackelford, Fax: 510-768-2705, Phone: 510-768-2764, Email: jobs@gamepro.com

Senior Research Analyst, Storage Systems (IDC)
The disk storage systems industry is a dynamic area of technology that is rapidly changing as storage moves increasingly to the network. IDC has an opening that will afford an individual the unique opportunity to learn about this industry from the ground up, developing the skills and knowledge required for critical analysis of market dynamics and vendor performance. This individual will become a member of a team that collects and analyzes comprehensive disk storage systems data on a quarterly basis. This core responsibility entails significant phone and email contact with vendors and regional IDC analysts. Use of secondary sources to corroborate information and/or assumptions is essential. Gaining an in-depth understanding of the disk storage systems market, as well as the products and strategies of the assigned vendors, in particular, will be critical. The work is detail-oriented and requires the ability to discern data patterns that are illogical or data that seems erroneous.
Location- Framingham - MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Manager (WEC)
IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include domestic and international booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospect's tradeshow needs. Candidates should possess a minimum of 5 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 95% over-the-phone inside sales; 5% face-to-face sales at competitive events as well as at client meetings. ***Location: Framingham – MA***
Contact: Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Carrigan

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momentum in the advertising business, to help create new revenue streams and to fully restore the leadership of this flagship brand — was just too compelling an offer not to pursue. I jumped at it."

Though still "neck-deep" wrapping up his responsibilities at America Online where he has spent the past four years, most recently as senior VP in the Key Accounts Group, Carrigan said that he is spending his spare time "reading and studying everything I can get my hands on so I can hit the ground running," in April. His preliminary 100-day plan will focus on:

- Getting to know the team at Computerworld and understanding their roles and responsibilities.
- Clarifying Computerworld's enterprise product positioning.
- Developing a comprehensive ad sales strategy.
- Reviewing new ideas for generating revenue.
- Understanding the financial and operational plan.
- Visiting advertisers to begin to raise the visibility of *Computerworld*.

Carrigan, who said he believes strongly in empowering people to do their jobs while expecting strong results against goals, will have an office in IDG's Paramus, N.J., regional sales office but said he will spend most of his time in Framingham, Mass., and on the road visiting customers. "I put a high value on feedback and measurement from customers, be they readers, advertisers or conference attendees," he said.

Asked what staff can expect from him in terms of leadership, Carrigan said, "I respect creative thinking, direct and honest communication, fast decision-making and execution and am not much for looking in the rearview mirror." He said he aims to build on the "great work of **Martin Taylor**, Computerworld's current acting president, to establish a winning, high-performance, customer-focused, fun, passionate and team-oriented environment at Computerworld."

Carrigan and his wife Cornelia have two children, Emily, 7, and Jack, 4, and a third due in August. As for that second goal? Knees willing, Carrigan said he will take the first step down that path by running in the Jersey Shore marathon on April 27, where he hopes to qualify for Boston. Should be a jog in the park compared with the 14 years he spent qualifying for Framingham.

A long — and colorful — history with IDG

Bob Carrigan began his IDG career in 1987 as an intern at *Digital News* while still an undergraduate at Boston University. After graduation he worked for a year in New York and returned to *Digital News* in 1999 when CEO **Pat Kenealy** hired him as New England regional manager for the now-defunct weekly. Three years later, he joined *PC World* as northwest advertising director. In 1995 he was named VP, associate publisher. During his tenure, Carrigan led the sales team to dramatic market share and revenue gains. Within three years *PC World* rose from the No. 3 publication in a four-book market to the No. 1 spot.

During this time, Carrigan made small-screen IDG history with his parody of the "insane" rate cutting taking place at the Ziff Davis publications at the time. The refrain of the infamous N.Y.-based Crazy Eddie television commercials was that their prices on home electronics goods were "insane." As Crazy Eddie, Carrigan not only made mention of the great deals advertisers could get on ad pages in Ziff books, but he threw in a pair of Ginzu knives as well. According to PC World Publisher **Bob Ostrow,** Carrigan made the big time when then-IDG President & CEO Kelly Conlin asked him to bring Crazy Eddie to the U.S. sales meeting. "Bob had the whole company roaring," Ostrow remembered.

Carrigan said in the days since news of his incipient return to IDG, he has heard from many old colleagues who extended their congratulations to Crazy Eddie. Can the *Computerworld* sales force expect a reprise of the quick-talking, polyester-clad hawkster? "One never knows," Carrigan mused.

IDG IS Council launches Web site, plans Web-based meeting

Building on plans for global collaboration and infrastructure development that were discussed in December, the IDG IS Council (ISC) has taken several steps forward to promote information sharing among employees worldwide who are responsible for IT issues at their business units. Members are being identified, a Web site has been launched, and the first Web-based meeting will explore how to combat spam.

The IS Council, represented by a 22-member steering committee, convened three months ago to brainstorm how IDG's IT departments can achieve operational excellence (see *IDG World Update* Feb. 3, 2003). Since then, the group has set up a Web site that has contact information for IDG's IT professionals and searchable information regarding each members' technical environment within their business unit (operating systems, hardware, applications, etc.). There is a Knowledge Base section in which members can post articles and resources that they've come across regarding hot technology issues. Members can also sign up to be on e-mail lists to pose questions and further discuss relevant topics and volunteer to moderate an e-mail list discussion. A calendar of upcoming ISC meetings and other events will be created in the near future.

InfoWorld CTO **Chad Dickerson** and IDG Netherlands Webmaster **Melvyn Sopacua** will host the first of what the group hopes will be quarterly Web-based meetings. The kickoff session will be held in late April/early May and focus on the challenges of dealing with spam. The ISC aims to complete a member survey by then and include a spam-specific database on the Web site that will help people find someone else in the IDG IT community who has purchased or installed the same environment, software or hardware that another member has or is considering buying.

Calling all IT staff

If you're involved with implementing IT technology at your business unit, be sure to be part of the IS Council. To access the Knowledge Base, participate in discussions and virtual conferences and receive notices about Council's activities, send your name, title, business unit, e-mail address, phone and fax numbers to IDG Corporate Services Group IS Director **Nancy Newkirk** at nancy_newkirk@idg.com. IT staff outside the U.S. are encouraged to participate.

Neal Awards

continued from page 1

AMERICAN BUSINESS MEDIA

*CIO Editor-in-chief **Abbie Lundberg** and Editorial Director **Lew McCreary** accepted the Grand Neal on behalf of the entire CIO team.*

out. The only way to describe their expressions and excitement is to put it in terms of what we have all witnessed — winning an Oscar, taking home Olympic gold or having your favorite baseball team win the World Series."

Accepting the awards on behalf of *CIO* and *CSO* were Editor-in-chief **Abbie Lundberg** and Editorial Director **Lew McCreary**. "In these economic times of cutting and doing more with less, to win this award is even more remarkable and a tribute to the entire team's commitment to editorial excellence," Lundberg told the audience.

"When we launched *Bio-IT World*, out of necessity we knew we had to create a unique publication," said Bio-IT World President & CEO **Morris Levitt**. "At the time, we made a decision to hire the very best editorial staff we could find. It is extremely gratifying that our world-class team was recognized by their peers, having been named finalists in four categories and winners in two."

"The Neal Awards set the standard for editorial quality in the trade media, and IDG is proud to be recognized," said IDG CEO **Pat Kenealy**. "Subscriber renewal rates, newsstand sales and advertising response give our publishers daily proof of the quality of their magazines and newspapers, but it's gratifying when our editors' efforts are directly recognized by their peers. I congratulate our winners and applaud their commitment to excellence as they assist readers in making critical business and technology decisions."

Details of the awards are as follows:

CIO
- Grand Neal Award
- Best How To (Class A): "How To" End of Year Issue, December 2001/January 2002 - Led by **Alison Bass** with **Rick Pastore** and **David Rosenbaum**; design led by **Lisa Munroe**; fact checking/copy editing led by **Lynne Rigolini** and **Tom Wailgum**.

- Best Article (Class A): "The Meter is Running (CIOs Say No to Microsoft),"– by **Scott Berinato,** edited by **David Rosenbaum**, with **Michael Goldberg**, **Tom Wailgum**, **Lisa Munroe**, **Lynne Rigolini, Lorraine Cosgrove Ware** (who provided the research) and **Hana Barker**.

CSO
- Best New Publication
- First runner-up in the Grand Neal category

*Above, Bio•ITWorld Senior Informatics Editor **Malorye Branca** accepts the award for Best Subject-Related Series of Articles while below, **Mark Uehling,** senior science editor, collects the award for Best Single Article.*

PHOTOS BY MARK GABRENYA

Bio•IT World
- Best Single Article (Class A, up to $3 million in revenue): "Clinical Trial Data Management: Tortured by Paper," August 2002 – **Mark Uehling**, senior science editor; **Kevin Davies**, editor-in-chief; **John Russell**, executive editor; **Mark Gabrenya**, art director.
- Best Subject-Related Series of Articles (Class A, up to $3 million in revenue): "Pharmacogenomics," September and October 2002 – **Malorye Branca**, senior informatics editor; **Kevin Davies**, **Mark Gabrenya**.

Computerworld
- Best News Coverage: "Wireless LANs: Trouble in the Air," Jan. 14, 2002 — **Bob Brewin**, **Dan Verton**, **Jennifer DiSabatino**, **Gussie Wilson**, **Jaikumar Vijayan**, **Don Tennant**, **Julie D'Errico**, **Deborah Radcliff, Mitchell Hayes** and **Allison Wright**.

noteworthy people

Milton

IDG WORLD UPDATE

Kutcher

Promotions

Ron Milton, previously Computerworld VP and general manager of Strategic Programs, has been promoted to executive vice president, Strategic Programs. "Ron, who is Computerworld's business builder extraordinaire, will take charge of managing all sales for both Online and our soon-to-be-expanded Custom business, as well as continuing to manage Events," said Computer-world Acting President **Martin Taylor**. Ron joined IDG in 1994 as the founder of the Internet Commerce Expo and earned an IDG Chairman's Award in 1996 for Most Successful New Exposition Launch. He joined Computerworld in 1999.

IDC Marketing Programs Manager **Miriam Kutcher** has been promoted to marketing programs director for Global Access and New Business Initiatives. "Miriam has been the lead marketing person for these groups and has done all activities from product planning, marketing communications, campaign planning and management, and marketing effectiveness measurement," said Senior Vice President **Dennis Philbin**. " While she has done many things and done them well, one element stands out in terms of high quality, focused marketing measurement." Kutcher has been with IDC since December 2000.

New employees

PC Advisor in London welcomes Office Assistant **Emma O'Neill**, who most recently worked as a senior sales consultant for NEXT plc. She has studied psychology, sociology and communications at Truro College in Truro, Cornwall, taken retail-related courses and earned a certificate in IT. When not spending time with friends, Emma enjoys reading, especially books by Irvine Welsh and Louise Bagshaw.

Beth Lindquist has joined IDC in Framingham as a senior account executive for the Life Sciences/Bio-IT group. She was most recently an enterprise account manager at Citrix Systems. Beth has a B.S. in biology from St. Lawrence University in Canton, N.Y., and an M.B.A. with a focus on marketing from Babson College in Wellesley, Mass. She spends her free time running, skiing and hiking.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Press releases wanted

Has your business unit launched a product, hosted an awards event, beat the competition in a media study or realized a significant market share gain? If it's newsworthy enough for a local press release, IDG Corporate Communications would like to hear about it as well. Send business unit press releases to the IDG Corporate Communications staff at idgcorpcom@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Wolf-Dieter Lorenz *IDG Germany*

16

Karman Cheng *IDG Hong Kong*

11

Robert White *IDC U.K.*

10

Clarke

Tim Clarke *IDG International Publishing Services*
Klaus Breu *IDG Germany*
Nedialka Yolovska *IDG Bulgaria*
Doug Casement *IDG New Zealand*

9

Kumar

Dinesh Kumar *IDC New Zealand*

8

Mike Weigand *IDG Games Media Group*
Roland Bischoff *IDG Germany*

7

Thomas Norton *Network World*
Richard Robinson *IDC U.K.*

6

Masakazu Hanawa *IDG Japan*
Leo Leger *Computerworld*
Thalia Karakitsios *PC World*
Melanie Posey *IDC*

5

Vivian Miles *InfoWorld*
Alessandra Lasanta *IDG Communications*
Sandra Weill *Network World*
James Kalbach *Network World*
Catherine Chung *IDG Hong Kong*
John Lyons *IDC*

4

Hillevi Martinsson *IDG Sweden*
James King *IT World Canada*

Heller

Martha Heller *CXO Media*
Paul Lyzun *IDC*

3

Dennis O'Reilly *PC World*
Julio Giannobile *PC World*
Thomas Luong *PC World*
Debra Shigemoto-Sorich *Computerworld*
John Wang *IDG Global Communications*
Peter Hebenstreit *Network World*
Silvia Iori *IDG Italy*
Olivier Rafal *IDG France*
Mona Jakobsson *IDG Sweden*
Mattias Malmqvist *IDG Sweden*
Kate Joseph *IDG Global Solutions U.K.*
Wendy Brewer *PC Advisor U.K.*
Monica Bennett *IDC*

2

Lain McNeill *IDC China*
Susan Cahill *Computerworld*
Krissy Saar *PC World*
Michelle Maher *IDG News Service*
Maureen Riley *Network World*
Dorothy Beach *Network World*
Albert Leonardo *IT World Canada*
Vito Mabrucco *IDC Canada*
Jenny Jones *IDC*
Laurie Seymour *IDC*
Maryanne Coughlin *IDC*
David Parker *IDC*

1

Eiji Tsubota *IDG Japan*
Schwa Jun *IDC Korea*
Helene Truffaut *IDG France*
Jane Skullman *IDG Sweden*
Florian Stangl *IDG Germany*
Loren Drennen *IDC Canada*
Jonathan Rogers *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday April 15.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive IDG water bottles.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

Coming up

BioITWorld Conference & Expo
March 25-27
Hynes Convention Center
Boston
www.bioitworldexpo.com

Directions 2003
March 26
San Jose Convention Center
San Jose, Calif.
www.idc.com/Directions03

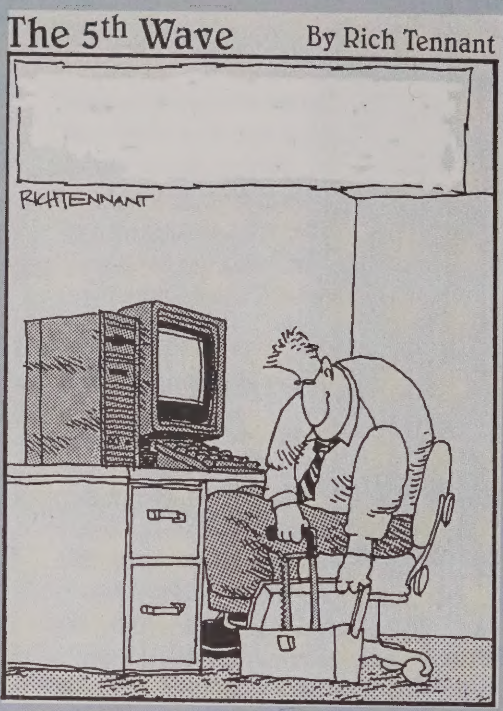
IT Security Conference
March 26-27
Milan
www.idc.com/events

CTO Forum
March 31-April 2
The Fairmont Copley Plaza
Boston
www.infoworld.com

IDC's Banking Konferenz
April 1
Zurich
www.idc.com/events

Business Intelligence Conference
April 1-2
Copenhagen
www.idc.com/events

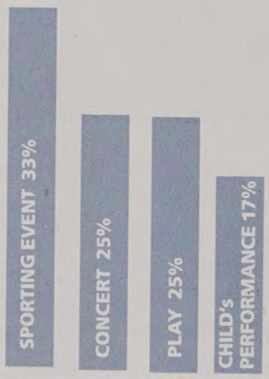
COMDEX China 2003
April 1-4
Beijing Exhibition Center
Beijing
www.comdex.com.cn



Question of the week

It was a sporting crowd that voted for last week's online question: "What was the last live performance you watched?"

Log on to www.idgworldupdate.com to vote on this week's question: Are you more often on time, early or late?



Classified ads wanted

IDG World Update Online's Marketplace section is the place to go to check on employee classified ads. Employees can send in items for sale or for rent, wanted to buy/rent, vacation homes to rent or children's pen pal requests. List your house or apartment for an exchange option if you want to trade residences with an employee in another country for a short-term visit or vacation. Write your own ad by going to www.idgworldupdate.com.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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South African title's new look aims to keep competitors at bay

COMPUTING SA

Cisco's patents **do not** apply here

Non-compliance with Prostia not a criminal offence

It's not us - *M-Web*

INNOVATION

Mobile takes off in DRC

Viral marketing

Gadgets & Reviews

Computing S.A.'s new look includes a switch from newsprint to coated stock and a smaller trim size.

Two years ago, IDG's South African *Computerworld* licensee suddenly found itself the only weekly IT book in the market when its longtime rival, *Computer Week*, decided to scale back to a monthly schedule. But with the local IT market at its lowest ebb, staff at the 23-year-old *Computing S.A.* decided to make no changes to the publication lest they be perceived as indications the publication was in trouble. "The South African IT market is very small and very fickle," explained Editor-in-chief **Charlene Carroll**, "and very sensitive to change."

The Computing S.A. team. (From back, l-r): ***Mike Scarth****, sub-editor;* ***Samantha Perry****, acting news editor;* ***Charlene Carroll****, editor-in-chief;* ***Iris Herz****, news journalist;* ***Mandy Dickens****, editorial administration;* ***Nicolas Callegari****, senior technical journalist;* ***Zarina Parak****, senior news journalist;* ***Eddie Maritz****, editorial production;* ***Kaunda Chama****, features editor;* ***Linda Fobian****, editorial production; and* ***Sipho Memela****, news journalist.*

However, after successfully riding out the worst of the storm and perceiving a "relative return to normality" Carroll said she and her colleagues began to think the time was right to give *Computing S.A.* a facelift. "At this point we are still the only weekly in the market, and I thought it would be an opportune time to set the barrier to entry for potential competitors," Carroll explained. Additionally, with its major competitor fallen by the wayside, "we had no one biting at our heels, and a certain level of complacency had set in, which needed to be weeded out in a hurry."

The team chose to defend its position on both the form and substance fronts. On the form front, they chose a slicker, more reader-friendly look, opting to trade newsprint for a coated white stock, reining in the trim size and opening up the pages with more white space. "The new paper stock allows us to be more creative, using graphics, color headlines and

continued on page 5

Vendors focus on practical solutions, real needs at 13th DEMO

Maybe 13 is really a lucky number. At the 13th annual DEMO conference Executive Producer **Chris Shipley** said she heard from attendees of the emerging-technologies showcase that they felt "a renewed energy. I think this DEMO was about a return to practical solutions that meet real needs for customers, be they in the enterprise or in the consumer sector."

More than 500 attendees — from IT executives to investors and members of the media — gathered in Scottsdale, Ariz., last month to get a first look at the new products of 61 companies — from new start-ups to old standbys — and an idea of what's next for the technology industry at the three-day DEMO 2003 produced by IDG Executive Forums.

Prior to DEMO, Shipley spent seven months screening products from about 150 companies that requested consideration. She noted that this was "a significant drop" in the number of companies applying. "There are just fewer start-ups in the market today, and that's probably a very good thing. But the quality of the companies and the new products they are bringing to market is significantly higher than in recent years." She said in choosing the 61 finalists she saw a return to basic, fundamental technology

continued on page 4

GameStar Poland joins growing worldwide games lineup

Emulating the model that has worked so successfully in Germany, Hungary and the Czech Republic, IDG Poland is launching *GameStar* this month to give older PC gaming enthusiasts a magazine to call their own. The monthly magazine, with an initial print run of 50,000, will combine up-to-date PC games information with thorough game testing and evaluation.

GameStar appeals to male readers in their late teens through early 30s. The two main Polish competitors from publishers Bauer and Axel Springer target younger, less experienced gamers, while a third rival from Egmont has a relatively small readership. In addition to the benefits reaped from collaborating with its powerhouse sister publication in Germany, *GameStar Poland* is branding its hardware tests section with the *PC World Komputer* logo. The Polish *PCW* title has earned a far-reaching reputation for being a credible source of information about computer hardware. Polish gaming enthusiasts will now be able to obtain reliable information about the equipment (graphics cards, CPUs, motherboards, game controllers, sound cards, speakers, etc.) they need not only to have their games work but to get the best out of them.

The GameStar team takes a break in their Warsaw office. (Back, l-r): Supervising Editor **Jacek Komuda**, Associate Editor **Marcin Pietrak**, Editor **Piotr Nowakowski**, Layout/DTP Editor **Pawel Luty**, Editor-in-chief **Marcin Lejman**, Associate Editor **Milosz Brzezinski**. (Front): Editor **Maciej Jurewicz**, Associate Editor **Malwina Kalinowska.**

GameStar
DVD 8,5 GB
S.W.I.N.I.A • Smash Up Derby
Splinter Cell
+TOP-DEMO
Unreal 2
Tropico 2

Slightly more than half of the print run will include three to four CDs while the rest (21,000 copies) will be sold with a DVD disk of almost nine gigabytes. The disks contain full versions of games, download galleries, wallpapers and sounds, and video clips. The videos, prepared by the game-testing staff at *GameStar* either in Germany or Poland, will preview games several months before they are publicly available and show what the games look like and how they work.

The Web site (www.gamestar.pl) has news and archives from the print version of *GameStar*, a forum in which visitors can share comments and suggestions, and links to a regularly updated FTP server containing the last releases of games and updates. Later in the year, high-speed online gaming servers will enable *GameStar* subscribers to challenge each other in online gaming.

As part of the pre-launch promotion, *GameStar* offered a free issue to the first 1,000 online visitors who asked for the debut issue. In addition, the *GameStar* team gave a free one-year subscription to a select group of press, radio and TV journalists. "This turned out to be quite a successful move — we had very good pre-launch coverage," said Editor-in-chief **Marcin Lejman**. "Our launch was a frequent topic of discussion on many of the most popular Internet sites in Poland."

For more information contact Marcin Lejman at marcin_lejman@idg.com.pl. WU

Hong Kong's second annual BioITWorld Conference & Expo draws crowds

BioIT WORLD
ITWorld
erence &
2003

Six months in the planning, IDG World Expo Hong Kong's recent second annual BioITWorld Conference & Expo drew more than 1,400 IT executives, doctors and venture capitalists interested in learning more about the intersection of life sciences and technology. Leading sponsors included IBM, Intel and Symantec, and 23 exhibitors took space on the show floor of the Hong Kong Exhibition Centre. Among the 17 keynote speakers was Prof. Lap-Chee Tsui, shown here second from the left with ***Paul Szeto****, IDG World Expo Asia project manager;* ***Erica Cheng****, director of sales and marketing; and* ***Doris Kwan****, marketing manager. For more information, visit www.bioitworldhk.com/.*

one on one the interview

Stephan Scherzer

Stephan Scherzer is publisher of PC-WELT and a member of the board of IDG Magazine, IDG Entertainment and IDG Interactive in Germany. He joined IDG Magazine Verlag in 1991 as an editor of Macwelt and has moved on to serve as Macwelt editor-in-chief (1992) and publisher (1995); publisher for the launch of GameStar (1997); and publisher for the launch of the Web-only tecChannel (1999). He may be reached at stscherzer@idgmagazine.de.

> *"We have two excellent people focusing on the out-of-category segment. You have to do so, if you take it seriously, because the clients in this segment are completely different from IT customers."*

Q What's the overall market situation like in Germany right now?

A About the same as last year but even more competitive. The fight on newsstands is getting much tougher and our sales forces have to face new challenges. For example, some *PC-WELT* competitors have created editorial specials in their books for advertisers with almost no differentiation between ads and content. On the newsstand, the cover lines are getting more aggressive, and you see a lot of different cover mounts such as double-CDs, DVDs, booklets, software and coupons. This means more investment for us, but always with the goal to make more money out of it. So our challenge is to be ranked No. 1 in all the different categories (highest circulation, biggest market share for ads, etc.) and to be the best in terms of getting new ideas and concepts to our customers (readers and advertisers). So far, our teams are highly motivated and doing pretty well. For example, *PC-WELT*, a monthly, is one of the top 20 publications of any kind in Germany in terms of revenue-generation on the newsstand; 18 of the pubs are weekly or bi-weekly. Among IT publications there is no monthly publication with a higher yield. *GameStar* is the strongest brand in the German gamers community, *Macwelt* is the leading Mac publication, tecChannel (for technical IT professionals in the B2B and SMB markets) is the No. 1 web site among the highly special-interest web sites, and *GamePro* started very successfully late last year and is already the No. 2 publication in the market.

Q What steps have you taken to generate more reader revenue with your web sites?

A We have two premium communities in our portfolio. TecChannel has around 1,000 paid subs (70 Euros or US$74/year) and GameStar around 5,000 (48 Euros or US$51/year). Both sites have a free area that generates most of the traffic and attracts new subscribers for the premium part. Right now we are the only IT publisher in Germany with a subscription-based online model. Online our business model is based on classic business banners, pop-ups, skyscrapers, etc.; pay-per-click/view and the subscription model in our premium areas. The goal for all web sites is to have our reader revenue represent between 10% and 30% of our online revenues. We need the reader revenue to make our web sites profitable! PC-WELT and Macwelt will follow soon with their own premium communities. Premium subscribers get, for example, exclusive downloads, chat time with editors, free downloads of special issues, personal e-card, each article in PDF format, personalized home page, no pop-ups or interstitials.

Twenty percent of the tecChannel content is exclusive only for premium users. For regular readers, only the first three HTML pages of an article are free, then readers get a message that the whole article is only available in the premium area. We do a lot of advertising for tecChannel Premium on our site (banners, text ads, etc.) and we have a promotion page in *PC-WELT*. We recently began offering incentives for every new user (free downloads of *tecChannel-Compact* magazine, PDFs, benchmarks, archive-CDs and a free print copy of the new *tecChannel Compact*). In February we also offered full versions of software (e.g., security tools, disk tools, etc.) for the target group to generate new premium users.

Q *PC-WELT* has had much success securing out-of-category ads. How have you done this?

A Non-IT ads are a very important part of our revenues and our sales strategy. Between 15% and 20% of our ad revenues are generated by these customers, and there is still growth potential. We have two excellent people focusing on the out-of-category segment. You have to do so, if you take it seriously, because the clients in this segment are completely different from IT customers. The car, bank, tobacco and insurance customers are especially good clients for *PC-WELT* because our readers' profile matches well with customers' goals. The yield is by far the highest we reach in all categories. For these clients *PC-WELT* is not presented as an IT book but as a men's magazine with a high reach of two million monthly readers. So *PC-WELT* has two souls: IT book and men's magazine, which are represented by two marketing strategies. This concept creates independence from our core markets. By the way, *PC-WELT* is the only IT magazine in Germany to have an exclusive contract with an airline. The Lufthansa affiliate Eurowings for domestic German business flights distributes 12,000 copies of *PC-WELT* a month as an in-flight magazine. This helps us to grow our reach and exclusively target these businesspeople.

Q Have you developed any new formats for the reader market?

A At the moment we are working on video tips (for example, a walk-through with Windows Longhorn, or what's new in MS-Office) for the PC-WELT CD/DVD. This is a new tip format that none of our competitors offers right now. And we can use this content on our web site on a pay-per-view basis. With

continued on page 7

DEMO

continued from page 1

products that answer real needs.

"In selecting products, I'm looking for products that break through the market noise to provide real value to customers" she said. "'Me-too products' won't make it to DEMO, and neither will implausible concepts."

Forty-two companies were chosen to give a six-minute demonstration of their product to the audience and explain its value – no PowerPoint presentations, sketches or skits allowed. The remaining 19 companies that did not have a six-minute demonstration on stage were put in the "Hot Seat," during which their executive had to give a 60-second pitch under the glare of the lights and cameras. (A list of the presenting companies, as well as those chosen "DEMOgods" for the best presentations, can be found at www.idgef.com/demo.)

> *"If anyone tells you that innovation is dead, that the technology industry is on hold, please let that person know that this industry is very much alive and in some ways much, much more healthy than it's been in a very long time."*
>
> *— Chris Shipley*

Although well-regarded within the industry, DEMO does not coast on its name value. DEMO 2003 was promoted using a combination of direct mail, e-mail invitations, and personal calls, according to **Sara Evangelous**, marketing manager with Network World, IDG Executive Forums' parent company. "We did three direct-mail packages, eight e-mail invitations and calls to more than 3,000 DEMO alumni and selected prospects," she said. DEMO 2003 was also promoted to the Network World subscriber base and e-newsletter files, along with standing promotions in the "DEMOletter" and "VORTEX Digest" newsletters. (The annual VORTEX conference, also organized by Executive Forums, focuses on the business implications of Internet, telephone and television networking convergence.)

"The main point of "DEMOletter" is to keep in touch with the DEMO audience throughout the year," Evangelous said, "providing analysis and commentary about the market and the companies we include at DEMO and reminding them each week just how insightful and smart the DEMO brand is."

Shipley said this year's attendees had a sense that the hard work people have been doing over the past year or so is beginning to show payback, even though it is not clear when the market will turn around.

"If anyone tells you that innovation is dead, that the technology industry is on hold, please let that person know that this industry is very much alive and in some ways much, much more healthy than it's been in a very long time," she said. "In fact, I would argue that innovation hit bottom during the boom. Many of the ideas were not that good. They were just plentiful, like the capital that supported them."

DEMO 2004 will be held in Scottsdale, Ariz., from Feb. 15-17, 2004. For more information contact Chris Shipley at chris@idgexecforums.com, Sara Evangelous at sara@idgexecforums.com or go to http://www.idgef.com/demo.

Reasons to get up in the morning

In her opening remarks at the conference, DEMO 2003 Executive Producer **Chris Shipley** listed some reasons to be optimistic about the future of IT.

- Resources — people, real estate or professional services — are cheap and plentiful. This is an entrepreneurial era of "Let's Make a Deal."
- The pressure is off. There are no more three-of-every-kind of companies rushing to be first to the market. Entrepreneurs have time to build a robust product and build value into their company.
- Investors are much more patient. Every venture capitalist cited a time horizon of four or more years to see a return on investment, twice that of a few years ago.
- The playing field of the competitive landscape is much more level.

Pint-size entrepreneurs write their own bedtime story

Because DEMO 2003 fell on the long President's Day holiday weekend and school vacation week in many areas, this was a more family-friendly DEMO than usual. On the first night about a dozen children of attendees gathered for milk and cookies and some bedtime stories read by DEMO Executive Producer **Chris Shipley**.

"The kids and I then decided it would be most fun to make up a story together," Shipley said. "It turned out to be an adventure that had a busload of kids — curiously, the fictional children were named for kids in the room — heading off to 'Laughing Land' where a round of joke telling ensued. (Best kid joke: Why does the mushroom get invited to all the parties? Because he's a fungi!)

"I'm not sure whether story time was more fun for the kids or for the dozen or so Network World Events and Executive Forums staffers who also crowded into the room," Shipley said.

DEMO Executive Producer ***Chris Shipley*** *spent some time entertaining future conference goers who had accompanied their parents to the event.*

March 24, 2003

Staff Accountant (IDC)

IDC's Finance Department is seeking a Staff Accountant who will be responsible for maintaining the integrity of IDC's financial reports for both IDC and it's operating subsidiary. This Accountant will be responsible for Domestic Billing, International Billing, as well as Account Reconciliation. In addition, the individual will assist with month-end closings and be a tax liaison with the IDG Tax Group. There is consistent interaction with both internal and external clients via e-mail, phone, and fax.

A bachelors degree or equivalent course work related to accounting is required along with 2 + years of relevant experience. In addition, the individual must be detail oriented, have experience working successfully in a fast-paced team environment with strong customer service skills. Knowledge of Excel and Accounting software is a plus. ***Location: Framingham, MA***

Contact: G. Lawrence, Fax: 508-935-4432, Email: idc_jobs@idc.com

Part-time Internship, Vertical Group (IDC)

IDC's Vertical Group is seeking a research intern to support the group's market share and data collection initiatives. The key responsibilities of this position include data collection, calling on vendors, web searches, researching vendor financial statements, and inputting data. The research intern will interact closely with analysts in the Vertical Group within IDC in addition to clients and vendors across all segments of IT. This person should be comfortable working with numbers, making assumptions and modeling data. The individual should be familiar with Microsoft Excel, and Word, have a high degree of proficiency with Internet search engines, and be able to work independently. The ideal candidate will have strong communication skills, possess knowledge of the computer industry and have an interest in trends and market research. The main responsibilities of the position will be: Web-based searches, outbound e-mail and telephone communications, communicating with IDC Analyst, data input and, if time permits, document writing. Approximately 80% of the work will be individual and 20% collaborative. This is a 15 hour per week job & will last 6 months. The Intern will be working with both IDC Analyst and outside vendors.

Location: Framingham – MA

Contact: E. White, Fax: 508-935-4432, Email: idc_jobs@idc.com

West Coast Sales Manager (GMG)

IDG Games Media Group, publisher of GamePro magazine, the leading multiplatform gaming magazine and 2nd most popular male teen magazine in the America, has an exciting opportunity for a West Coast Sales Manager. Responsibilities include selling of GamePro and Code Vault magazine print and online properties, developing relationships with existing and prospective clients in the electronic entertainment and non-endemic, consumer categories, as well as developing new business. Must be a talented sales professional with 5-7 years proven experience in a sales, publishing, ad agency or media environment. Qualified candidates must be highly organized, highly motivated, detail orientated, self starting with a strong customer service approach and must have the ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. In addition, candidates with video or PC game interest or knowledge of the industry are preferred. To submit your resume electronically, please email jobs@gamepro.com--you MUST list Sales Manager as the subject heading. Alternatively, you may fax your resume to 510-768-2701.

Location: Oakland CA **- IDG Games Media Group is located at City Center Oakland, one block from the 12th Street BART station.**

Contact: K. Shackelford, Fax: 510-768-2701, Phone: 510-768-2700, Email: jobs@gamepro.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Regional Sales Manager (IFW)

InfoWorld Media Group seeks a highly motivated sales professional to create a strong presence in the New York and Southeastern markets. Core responsibilities include creating and developing new accounts and growing existing accounts by aggressively selling all of InfoWorld's on-line, print and event sponsorship product offerings. Candidates should have a keen understanding of the technology sector and at least 4 years of experience selling in the tech space. The winning candidate will be a highly effective communicator and negotiator with a proven track record of customer-oriented selling success and a great reputation with advertising decision-makers.

Location: Metro NY

Contact: D. Colford, Email: david_colford@infoworld.com

U.S. Correspondent (NEW)

IDG's daily, international news service seeks an experienced, high-energy journalist to cover the information technology industry from our San Francisco news bureau. Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, under heavy deadline pressure, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus.

Location: San Francisco – CA

Contact: E. Heichler, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Account Manager, PCWorld.com (PCW)

This Account Manager will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for PCWorld.com in the Eastern region. S/he will work closely with PC World print sales reps in developing and selling online ad business. Account Managers must have a thorough understanding of the PC market and PCWorld.com's position and value in that market. Qualified candidates will have prior experience selling advertising online with a technology company or computer publication, contacts in the computer industry, and a proven sales track record. The ideal candidate will have top-notch communication, negotiation and presentation skills.

Location: Metro NY

Contact: M. Carroll, Fax: 508-872-6912, Phone: 508-370-0842, Email: michael_carroll@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

South African readers get trio of IDG-licensed publications

COMPUTING S.A

NetworkWorld SA
wolf

IDG's South African publishing partner, Randburg, S.A.-based Johnnic Publishing Ltd., publishes three titles under license to IDG: the weekly *Computing S.A.*, monthly *NetworkWorld S.A.* and monthly *The Channel.* IDG signed its first license with the company in 1987.

Computing S.A.

continued from page 1

better quality photographs," Carroll said.

Simultaneously, management decided to shore up its editorial department following the departure of several senior staff members. "I identified key writers in the market who were unhappy where they were and brought them on board," Carroll said, noting the move has proved highly successful.

To celebrate *Computing S.A.*'s new look and feel, its parent company — Johnnic Publishing — decided to throw a party. "Initially we invited 150 guests, and we figured we'd be lucky to get 100," Carroll said. "When almost 250 of the country's key IT executives showed up — on time — we were floored," she said. "We've never had such a good response from the market. It felt like they were waiting to see what we had up our sleeves."

For more information, contact Charlene Carroll at charlenec@jpl.co.za. WU

Computing S.A.'s celebration of its redesign attracted a huge number of the local industry's heavy hitters, with some referring to the attendees as a who's who of the local IT industry. Editor-in-chief ***Charlene Carroll*** *said several firms have been hounding her for the guest list. Above, IDG International Publishing Services President & CEO* ***David Hill*** *(l), who was the featured speaker at the event, is pictured with (l-r):* ***Gisele Wertheim Aymes****, publisher, Business Magazine Division, Johnnic Publishing;* ***Elija Maseko;*** *and* ***Connie Molusi****, Johnnic Publishing CEO.*

Two DEMO participants put their products where the spam is

Two startups selected to promote their products at DEMO 2003 consented to have their anti-spam filters tested by the *Network World* Reviews team prior to the conference with the understanding that the results would be made public during a special Spam Challenge presentation at the conference.

DEMO Executive Producer **Chris Shipley** noted that spam isn't just an annoying problem, "it's becoming an expensive liability for organizations, and it needs to be fought at an organizational infrastructure level — at the mail gateways. Filters alone aren't cutting it." She said about 50% of her incoming mail is spam, from mildly offensive to extremely obscene. Organizations are required to provide a 'safe' workplace, and by allowing offensive spam to get through to client desktops is opening huge liability issues, she said. "The two products in the challenge are a new approach to this problem, and that's why I decided to do the challenge."

> *"The point of the Spam Challenge was for each company to take on the spam problem, even more than to take on each other."*

She said both firms, MailFrontier and Cloudmark, were nervous about participating in a challenge in which they might not have control over all aspects of the test. Shipley spent considerable time talking with each company and designing a scenario that both companies agreed would be a good test. "I wanted to show two new solutions that were taking a new approach and working to significantly reduce the spam that came through to client mailboxes," she said.

Network World Test Alliance Director **Christine Burns** and Joel Snyder, a Test Alliance member and senior partner at IT consulting firm Opus One, one of the weekly's review partners, did the testing using the same incoming mail flow to measure how well each product filtered spam without catching false positives (e-mail that is not spam, but that the product thinks is or might be).

At DEMO each company had six minutes to demonstrate their product, after which Shipley invited Snyder on stage to present the results. (A story by Snyder covering the challenge ran in the Feb. 24 issue of *Network World.*)

"The point of the Spam Challenge was for each company to take on the spam problem, even more than to take on each other," Shipley said. "While Mail Frontier's product did a better job with some aspects of spam control and blocking, you might choose Cloudmark if your system requirements were more appropriate to its solutions."

Both companies handled the challenge well, she said, and were gracious about the results. "I think they were pleased for the opportunity to get the attention for their products and the problem they solve. The audience found it very interesting, and it was certainly very well covered by the media at the conference."

noteworthy people

IDG WORLD UPDATE

Raphel

McPhillips

Lee

Promotions

Laurel Peddie, most recently InfoWorld's online sales associate/East, has been promoted to inside sales representative for InfoWorld Online and InfoMarket. She is now selling online programs nationwide as well as selling back of book advertising for the InfoMarket section. "Since coming to IDG in 1987, Laurel has held many positions and has attacked each with a drive and passion that you cannot teach," said Advertising Director/East **David Colford**. "The impact in her new position has been felt already: three InfoMarket contracts renewed and four new advertisers online!"

Also in InfoWorld's Boston office, Sales Associate **Elisabeth Raphel** has been promoted to account executive covering the New England territory. She will be responsible for all print and event sales in New England and Eastern Canada. "Elisabeth has been an asset to the sales team since staring with InfoWorld in 2002," said Advertising Director/East David Colford. "Her ability to adapt and overcome internal and external changes make her an incredibly valuable team member."

Mary McPhillips has been promoted to senior inquiry analyst in the IDCInquire program. She is one of the original members of the IDCInquire team and has been supporting the Services group since 1998. "Mary is extremely knowledgeable in the research areas she supports and adds tremendous value to the clients of our Services research as well as IDC overall," said IDCInquire Director **Kim Schuberthan**. "She excels at managing client expectations. For over a year Mary has been handling all inquiries coming from the Americas Library at IBM in addition to the Services inquiries from the IBM Global Services group. Various people at IBM have praised Mary's responsiveness and attention to detail and she has built many strong relationships with our clients as well as others throughout IDC," Schuberthan said.

Adele Lee has also been promoted to senior inquiry analyst on the IDCInquire team. Her responsibilities include assisting analysts with data collection and she has co-authored documents in the Enterprise Server Fundamentals program. "Adele has built productive relationships with our clients and is highly regarded by her peers," said IDCInquire Director Kim Schuberthan. "She plays an important role in ensuring the renewal rate is high. Adele directs clients to custom consulting opportunities when appropriate and informs clients of upcoming events, telebriefings and research," Schuberthan said.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Left off the resume

Favorite candy M&Ms

Collection obsession M&Ms. "I've been collecting M&M memorabilia for about 10 years, and I have about 100 different doo-dads at home, including toppers from candy canes, bears, tins, jars, and all sorts of figurines. The biggest are two four-foot high stuffed red and yellow M&Ms."

Creative outlets Designing Christmas ornaments, jewelry, and miniature bears; painting still lifes ("Georgia O'Keefe is my inspiration"), wall motifs for friends, and whimsical furniture.

Favorite bears "The bride and groom bears I made for my wedding cake in 2001."

Post-IDG fantasy "I would love to see my artwork hanging in the Louvre."

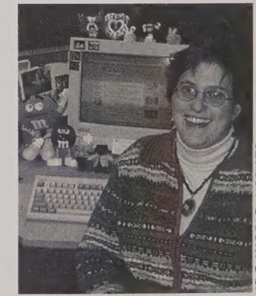
on the job

It's a small, small world for News Service graphics editor

When **Michelle Maher** signed on to be the graphics editor with the IDG News Service, she already had a talent for working with small-scale items – designing miniature bears and selling them at craft shows is one of her hobbies. That small-world orientation comes in handy when she's involved in one significant part of her job: creating graphics for the three Spotlights features on the home page of www.idgns.com that are each a mere 145 pixels wide by 90 pixels high (2 inches by 1 inch).

She tries to get creative with the text that is inside the graphic and usually devises the graphic by modifying clip art drawn from the more than 20 online clip art sites she has bookmarked. Microsoft Design Gallery Live (http://dgl.microsoft.com) and ClipArt.com are two of her favorites. She also uses MasterClips, a graphics program, and often searches on Google to find other non-copyrighted images. Working on a PC, Maher primarily uses Photoshop to tweak the images she finds.

Maher is also responsible for the Image Bank, the News Service's collection of photos, graphics and charts that accompany selected articles. She finds and uploads an average of 10 images to the Image Bank each day. IDGNS correspondents take and send photos at events, IDG publications that contribute stories to the News Service may send their own graphics, or Maher will go to a vendor's site to find a photo to illustrate a product mentioned in a News Service story.



Michelle Maher *joined IDG in 2001.*

Editorial staff from IDG business units, usually those outside the U.S., also contact Maher to help them find an image from another IDG publication that they'd like to use in their own publication.

Maher also handles much of the non-technical modifications of the News Service site, such as updating contact information for News Service staff and the site's Resource pages. She also served as a consultant during the News Service site's redesign last year.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Ed Scannell *InfoWorld*

22
Shirley Ingram *IDG Australia*

20
Cynthia Sparrow *IDC*

18
Terry Lee *IDG Australia*

16
Rick Villars *IDC*
Michelle Kalin *IDC*
Ellen Messmer *Network World*
Tania Evans *IDG Australia*

14
Judy Bonasoro *IDG*

13
hristina Corbett *InfoWorld*
John Kelley *CXO Media*

11
Bergitte Rygaard *IDG Denmark*
Nancy Hannagan *IDG List Services*
Tom Hoffman *Computerworld*

10
Kristi Cunningham *InfoWorld*

9
Christine Cahill *IDG List Services*
Susan Kater *IDG*

8
Jacki McDonald *IDC*
Armando Lazo *PC World Latin America*

7
Daniel Toumbas *IDG Denmark*
Chris Cormier *Network World*
Lisa Lauze *IDG*

6
Kirsten Mills *IDG New Zealand*
elissa Shaw *Network World*

5
Karen Cash *IDC*
Ruth Constable *IDC U.K.*
Denise Dubie *Network World*

4
Eleanor Storch *IDC*
Vernon Turner *IDC*
Lisa Hess *InfoWorld*
Michael Fahlsing *CXO Media*

3
Michele Tousignant *IDC*
Cynthia Holden *IDC*
Suzanne Woodruff *IDC*
Vanessa Teal *IDC U.K.*
Paul Moon *IDC Canada*
Lisa Stabile *IDG*
Ryan Francis *Network World*
John Illingworth *IDG Australia*
Acela Bofill *PC World Latin America*
Jason Villeneuve *PC World*
Lisa Blackwelder *InfoWorld*

2
Peter McLennan *IDG New Zealand*
Connie Massey *IDC*
Ronald Westberg *IDC*
Wan-Chien Yang *IDC*
James Poulson *Macworld U.K.*
Jonathan Berry *PC Advisor*
Vincent Fu *IDC China*

1
Emilie Ingram *IDC*
Sara Strong *IDC U.K.*
Elizabeth Morgan *Macworld U.K.*
John Yurewicz *IDG World Expo*
Mark Uehling *Bio•IT World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Learn about Ultimate Frisbee at April 3 open house in Framingham

For the past two years, a dedicated group of IDC employees have been playing informal Ultimate Frisbee matches among themselves (see *IDG World Update*, Sept. 23, 2002). This year, IDC Bio-IT Director **Mark Hall** is organizing an all-IDG team. In addition to bi-weekly scrimmages, members who would like to will have the opportunity to be part of the first IDG team to compete in the Boston Ultimate Disk Association Corporate League. Any employee who's interested in a sport that's fun and fast is welcome to learn more at an open house April 3 and consider joining the group for practice sessions or, if the frisbee fever really hits them, league games.

BUDA
Boston Ultimate Disc Alliance, Inc.

Hall and fellow Frisbee fans plan to show videos of Ultimate games, answer questions about the sport, give away a couple of disks as door prizes and sell disks at cost for those people who want to buy a regulation Frisbee.

To help players and fans, Hall has created an Ultimate@IDG web site (www.skunkworks.cc/ultimate) that will include schedules, player profiles, photos, game results, handbooks on Ultimate rules and more. Practices will begin April 10 and the league season runs May 4 to Aug. 17.

The Ultimate@IDG open house will be held on the lawn behind 5 Speen Street in Framingham, Mass.from 3 p.m. to 5 p.m. In case of rain, the open house will be held in the Moscow Conference Room on the 4th floor of 5 Speen. For more information contact Mark Hall at mhall@idc.com or go to www.buda.org/col. WU

Scherzer

continued from page 3

GameStar and *GamePro* we have a very experienced CD/DVD-team in-house. They have more than five years of experience producing CD and DVD content, especially videos. This is absolutely exclusive content for our readers. So we will use the experiences of the pros from our IDG Entertainment division to produce videos for the *PC-WELT* readers.

What we see here is perfect kind of collaboration between our units. TecChannel is the breeder for Internet innovations, *GameStar* and *GamePro* are the hub for CD and DVD content, *Macwelt* brings in innovative ideas for special issues with DVD content and *PC-WELT*'s reach and circulation opens new markets for out-of-category advertisers and sets new benchmarks in the reader market with innovations like the pocket-size issue. WU

celebrating 10!

Name
Mark Houts

Home
Newark, Calif.

Joined IDG
November 1987 as Associate Art Director for *InfoWorld.*

Career path
Promoted to art director at InfoWorld in 1989; became InfoWorld Publishing Systems Manager in 1991, InfoWorld IT Director in 1993 and IDG Interactive Services Group Director of Operations in 1995. I left IDG in 1996 returned to IDG Global Communications in October 2001.

Current title
IDG Global Communications Chief Technology Officer. Set technology direction for IDG Communications-administered web sites including IDG.com and IDG.net. Administer the IDG Global Online Publishing Support Center seeking technology and best practices to share among IDG business units.

Best part of your job
The variety of tasks, the people I work with and the opportunity to work with other IDG businesses.

Latest accomplishment
At work, that would be hosting the Global Online Support Center 'Virtual Meeting' last summer. More than 90 IDG online managers from business units around the world 'met' online to give presentations about online business strategy.

What's kept you at IDG for 10 years?
The challenge of trying to improve the products and the business. The opportunities to learn new skills and the talented colleagues I've worked with.

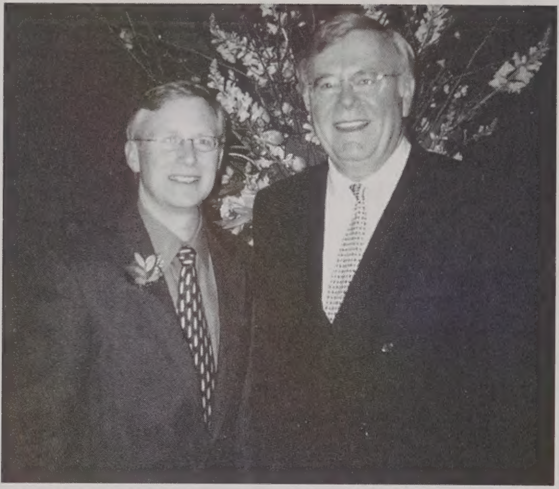
Best piece of advice you've ever received?
From my grandfather circa 1983 (when I was studying for a degree in politics). He told me I should consider working with computers. They were going to be big business some day.

Interests outside the office
Running, collecting antique books, tending to my vegetable garden.

Family
My wife Lisa and I have a daughter, Nina, age 10; and identical twins Graham and Ian, age 4.

Favorite Web site(s)
Slashdot.org, Amazon.com, my.yahoo.com

What ability do you wish you had
I wish I could play the piano.



***Mark Houts** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his 10 years of service to the company.*

Dream destination
The Cook Islands

Five people — living or dead — you'd invite to dinner?
Winston Churchill, Mao Zedong, typographer Frederick Goudy, expressionist painter Paul Klee, musician Chris Isaak.

As a kid, what did you want to be when you grew up?
Secretary of State

First job?
Janitor

Favorite movie of all time?
Anything by John Sayles.

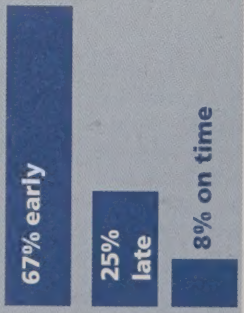
Manager's profile
"Mark has been a technology pioneer, over the years leading IDG's first efforts in desktop publishing, the Internet, e-commerce, and online publishing. His publishing technology skills are truly unsurpassed."
— *Jeff DeBalko, president IDG Global Communications*

Question of the week

Respondents to last week's question of the week are a timely bunch, with an overwhelming majority claiming to be most often "early."

Be sure to log on to www.idgworldupdate.com and answer this week's question:

"If you could live in the past, what era would you pick? The Roman Empire, classical Greece, Victorian England, colonial America or the Stone Age?



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Birgitta Schoch *IDG Magazine Verlag*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDC worldwide marketing professionals meet to share best practices

More than 30 employees involved in marketing at IDC business units around the globe convened in Boston this month for a three-hour meeting the day before Directions 2003. It was the first time in several years that the group got together to trade ideas and meet — or renew acquaintances with — the colleagues they usually collaborate with via e-mail and phone.

IDG WORLD UPDATE

(L-R): IDC Canada Manager of Marketing and Business Development **Michael Hyjek**, IDC Corporate Marketing PR Manager **Michael Shirer** and IDC Corporate Marketing Specialist **Tammy Gilson-Hodge** were among the almost three dozen employees who participated in last month's IDC global marketing meeting in Boston.

"Our goal is to share best practices that can generate more visibility for IDC globally and generate leads for the sales force that will ultimately contribute to IDC's bottom line," said IDC Director of Corporate Marketing **Sandra Kowalski**, who organized the meeting. She challenged each of the participants to take away one idea from each presentation to try out back in their home regions.

Five regional overviews kicked off the meeting; each speaker outlined how their marketing teams are organized and described recent initiatives. EMEA Marketing Director **Meryl Salter** noted the benefits of promoting not simply a report but the person behind it and his or her expertise (the "star analyst") and the program itself. IDC Asia/Pacific Director/ Marketing & Conferences **Sapphire Yong** described how her group negotiates deals with publications to include a regular column by an IDC columnist, frequently in exchange for an IDC ad or free or discounted list rentals.

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Colin Crawford named VP, new business development & operations for IDG

IDG WORLD UPDATE

Ten-year IDG veteran **Colin Crawford** says he is "proud to be a publishing entrepreneur in a family of publishing entrepreneurs."

Effective immediately, **Colin Crawford** assumes the post of IDG VP, new business development & operations. In this position he will identify, evaluate and recommend new business opportunities, handle strategic acquisitions and alliances for IDG and coordinate operations between diverse IDG business units to share best practices and promote new growth.

Crawford, who joined IDG in 1993 as chief operating officer at Macworld Communications Inc., was promoted to president & CEO of the business unit the following year. Between 1997 and 2001, Crawford served as CEO of Mac Publishing L.L.C., then a joint venture between IDG and Ziff-Davis Publishing. When IDG purchased ZD's 50% share in September 2001, Crawford remained at the helm.

In his new role, Crawford will retain responsibility for IDG's strategic relationship with Apple Computer. He will remain on the board of Mac Publishing and will work closely with the company's management team as it assigns a new business leader.

"I am extremely grateful to Colin for agreeing to leave a post at which he excels to help me add some horsepower to IDG's headquarters team," said IDG CEO **Pat**

continued on page 4

IDG World Expo plans new event for design, publishing, video and audio professionals. CREATE debuts in New York in July. See page 4.

in brief newsworthy

GameStar presents fourth annual readers awards at high-profile ceremony

When *GameStar* readers speak their minds, the German gaming industry listens. Last month Munich-based *GameStar's* fourth annual Readers Awards drew 120 industry executives to its first awards ceremony to see who would receive one of the 12 awards.

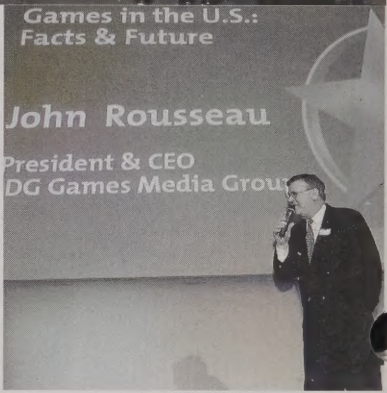
The award presentations, emceed by *GameStar* Editor **Florian Stangl** and Associate Publisher and Editor-in-chief **Joerg Langer**, began with short video scenes from the nominated games, followed by video interviews of users describing the winning games. "These video statements symbolized the main aspect about the GameStar Awards – that they are true readers' choices, without the editorial team having any influence on the decision making," Langer said, noting that roughly 40,000 votes had been received during the January polling.

Among the winners were Vivendi Universal Games' WarCraft 3 (Strategy), Electronic Arts' FIFA 2003 (Soccer), and Take 2's Mafia (Action), which also won Game of the Year. Take 2's Marketing Director Matthias Wehner credited *GameStar's* August 2002 cover story on the game as the main reason for its commercial success in Germany.

Also speaking at the ceremony, which was covered by three national TV stations, were *GameStar* Publisher **Uwe Kielman** and IDG Games Media Group President & CEO **John Rousseau**. Electronic Arts' Managing Director for Central Europe Jens Uwe Intat spoke on how the German gaming industry can increase it revenues through better distribution.

"It was a great event with all the key people of the German gaming industry in attendance," said IDG Magazine Verlag Managing Director **York von Heimburg**. "All the winners were interviewed by the TV channels as soon as the awards were given, further promoting the *GameStar* brand."

Game
eserpreis



Above: The trophy-wielding winners of the GameStar Awards 2003 are joined by GameStar Editor ***Florian Stangl*** *(far left), publisher* ***Uwe Kielmann*** *(fourth from the right side) and Associate Publisher and Editor-in-chief* ***Joerg Langer*** *(second from the right). At right:* ***John Rousseau****, president, CEO/publisher of IDG Games Media Group, gave a well-received speech on the trends in the U.S. gaming market.*

Bio-IT World Japan claims best coverage of bio-IT news from abroad

Looking to produce new IT publications targeting more vertical industries, IDG Japan earlier this month launched *Bio-IT World* Japan in Tokyo.

Six months in development, the quarterly targets life-sciences researchers, bioinfomaticians, and IT engineers and specialists and provides them with not only domestic life-sciences and biotechnology information but also wider coverage of the latest industry developments outside Japan.

Bio-IT World has no local competition. Nikkei Business Publications covers some bio-IT-related news in its publications and on its web sites, but its coverage of the latest developments in bio-IT outside the country is relatively slim.

The magazine's ad/edit ratio is projected to be 20%/80%. The 128-page first issue used some material from its U.S. sister publication. **Yoshitomo Fukuda** is the publisher, with **Naoyuki Sakai** the editor-in-chief and **Motohiro Miura** ad sales director.

The second issue will be released June 18. For more information contact **Mieko Nishi** at mnishi@idg.co.jp or go to www.idg.co.jp/bioit/.

Staff from *Network World* titles set to trade ideas at product line meeting

The Network World Global Product Support Center (GPSC) is organizing a product line meeting April 30-May 1 in Las Vegas open to any employees or partners involved with *Network World* titles worldwide. The meeting is timed to follow the NetWorld+Interop trade show earlier in the week, which many IDG business units and partners attend.

The GPSC's first meeting in two years will include a review of the state of the networking industry from the perspective of Network World editors; updates on events and online programs that various *Network World* titles are involved in, custom programs with an emphasis on lead-generation campaigns, and a launch-oriented presentation from *Network World Japan.*

Network World Senior Product Marketing Manager **Nancy Sarlan** said the meeting will be videotaped and available on the password-protected NW GPSC site. www.networkworld.com/gpsc. For more information, or for assistance in securing hotel rooms, contact Nancy Sarlan at nsarlan@nww.com.

one on one the interview

Fred Wong

The managing director of IDC China in Beijing is this week's guest columnist. He may be reached at fwong@idc.com.

What's fueling China's IT growth rate?

1) Steady overall economic growth for the last 10 years, consistent yearly GDP growth over 7% as stated by government statistics.

2) New membership in the World Trade Organization at the end of 2001 lowered tariffs on bilateral trade and leveled the playing field. This in turn drives IT spending for survival and competition.

3) Restructuring of industries: telecommunication (the restructured China Telecom and China Netcom were officially launched in May 2002), electric power, civil aviation (industry consolidation), security (deregulatory reform on brokerage fees). In addition, the government is a major factor in this market. For example, the main theme of the government's 10th "5-year plan," which covers 2000-2005, is to modernize China via digitalization. During this period, the government plans to invest heavily in upgrading the country's information and telecommunication infrastructure and accelerating enterprises' IT adoption.

Q Please provide a general overview of the current IT market in China.

A In 2002, China's IT market is estimated to be US$21.9 billion, which is about 1.77% of the country's GDP. Hardware is dominant at more than 70% of the market. Software and services are the high-growth areas. For example, spectacular growth in China's emerging services markets, such as IS consulting and outsourcing, is expected.

The IT market in China is one of highest growth markets in the world. IDC predicts that the compound annual growth rate of China's IT market is going to be about 17% between 2002 and 2006. Globally, China's IT market ranks No. 8, by 2006 it will be ranked as No. 6.

Q How would you describe the assortment of IT-related businesses operating in China?

A Currently there is an interesting mix of state-owned enterprises (SOE), multinational corporations (MNC) and private enterprises. For example, the top five vendors in PC market are led by three SOEs (Legend, Founder, and TongFang) and followed by two MNCs (IBM and Dell). The server market is dominated by MNCs (IBM, HP, Sun, Dell) and followed by one SOE (Legend). In the software market, it is again dominated by MNCs (IBM, MS, Oracle) and followed by one local private firm (UFsoft). However, in the services market, the locals have a strong presence; following two MNCs (IBM, HP) there is one SOE (Digital China) and two private firms (NeuSoft, AsiaInfo). The MNCs basically are free do manufacturing in China, either solely owned or joint venture. Some choose to do it in special economic zones where there are special benefits (tax, regulation, etc). Some choose to do it in other low-cost areas closer to their markets.

Q To what extent are computers part of the average Chinese home?

A The PC segment is the largest segment of the IT market in China, and its predicted growth rate is going to drive China to surpass Japan to become the second largest PC market in the world after the U.S. in the next few years. Currently, a low-end PC sells for around US$500. In China, there is a polarization of wealth: the cities vs. the villages, the coastal vs. the inner provinces. Therefore PCs are fairly common in the big coastal city middle-class families. However, in the rural area where the people are much poorer, there are few PCs. This is recognized by the government, and one way to equalize computer access is through a nationwide strategic initiative called "network the schools" to connect all the schools in China via the Internet.

Q How long has IDC had a presence in China and what is your status in the market?

A IDC has been in China for about 10 years and is the oldest MNC market research firm in the country. Our competitors are some local firms and some international firms that are new to our market. Given our independent market-based process and international network, we are highly regarded in the industry, and our clients include the big multinationals and the newly added large local firms. We say we are the only firm in our business that can claim to "think globally and act locally." We have experienced double-digit growth in the last few years, and I expect that to continue. Given China's WTO membership, more and more local firms are compelled to accelerate their schedule of adopting the market-driven process of world-class companies. We are starting to see more local firms interested in our products and services, and our revenue from them has greatly expanded. To expand our methods of client outreach, we are starting to do more events. Last year, we started Directions, StorageVision and ServerVision. In January we held a gala Asia/Pacific IT Forum and the China CIO Awards, a first in China. Most of the events are held in Beijing, but we are expanding to other cities; the upcoming IP Convergence Forum will be held in Shanghai on Aug. 26.

Q Do you ever collaborate with IDG China?

A We partner with IDG wherever it has synergy and whenever it makes sense. For example, the above-mentioned China CIO Awards, which is an event I would like to turn into the Oscars of the China IT industry, is a project jointly done by IDC and China *CIO* magazine, which is an IDG publication. We have also started a China CIO Club, a forum to promote networking among CIOs and build visibility for their role, which is a joint project of IDC and IDG World Expo.

Q What challenges are ahead for IDC China?

A Our biggest challenge is human resources. While there are a lot of smart, talented people here, there is a lot of competition, especially in the IT fields. Our biggest competitors in terms of staffing are the MNCs in China, such as IBM, HP and Intel. We have to attract and retain, motivate and promote the right kind of talents for our operation. Sometimes I feel we are training employees for some of these MNCs.

Coming up

European Telecoms Forum
April 7-8
Sheraton Golf Parco de' Medici Hotel & Resort
Rome
www.idc.com/events

Security Solutions
A CW Schweiz event
April 9
Lakeside Casino
Zurich, Switzerland
Contact: **Urs Flueckiger**
urs.flueckiger@idg.ch

Telecom 203
April 9-10
Copenhagen
www.idc.com/events

IDC IT Security Roadshow
April 11
Moscow
www.idc-cema.com/events

Storage Networking World/Spring
April 14-17
Marriott Desert Ridge
Phoenix, Ariz.
www.computerworld.com/snw

Directions 2003
April 15
Hong Kong
www.idc.com.sg/DirectionsHK2003/

Directions 2003
April 17
Beijing
www.idc.com.sg/Events/calendar.htm

IDC Mexico Storage Vision
April 17
Camino Real Mexico City
Mexico City
www.idc.com/events

Directions 2003
April 22
Kuala Lumpur
www.idc.com.sg/Events/calendar.htm

Directions 2003
April 24
Singapore
www.idc.com.sg/Events/calendar.htm

CIO Perspectives®
April 27 - 29
Hyatt Regency Coconut Point Resort & Spa
Bonita Springs, Fla.
www.cio.com/conferences

IDG World Expo plans new event for design professionals

CREATE will debut this July in New York with support from Apple

Design, publishing, video and music professionals are expected to turn out in force this July for an event that will focus on technology and professional solutions for creative artists. Produced by IDG World Expo in association with Apple Computer, CREATE will take place July 14-18 at the Javits Center in New York City.

The event will feature an in-depth conference program designed to meet the needs of beginners and experts, professionals and consumers, according to IDG World Expo VP/Sales, Marketing & Product Development **Rob Scheschareg**. The conference program, which will run all week, will include one- and two-day tutorials, labs and various feature presentations. The CREATE exhibit floor will be open from July 16-18 and feature products that complement the event's educational content and emphasize technology for the creative arts, Scheschareg said.

"It's time for a change and time for an event that addresses the increasingly tech-savvy community of artists, designers, diretors and musicians," said **Colin Crawford**, newly appointed IDG VP, business development & operations. "We're very excited about the new event and hope the creative community is looking forward to a different kind of learning and networking experience with CREATE."

CREATE's tutorials will focus on topics such as: QuarkXPress, Photoshop, DVD Studio Pro, Professional Dreamweaver and Mac OS X.

Conference sessions will cover areas such as: digital asset management, advanced PDF, preflighting, Flash, graphic design for online gaming development, color management techniques and more.

Confirmed speakers include: David Barrett, CEO, R/com Networks, Inc.; Nick Floro, CEO, Sealworks, Inc.; David Mash, VP, Information Technology, Berklee School of Music; and David Pogue, author and *The New York Times* "State of the Art" columnist.

Registration for the event begins in April and more information is available online at www.macworldexpo.com or from IDG World Expo Public Relations Director **Brooke Selby** at brooke_selby@idg.com.

Frequently Asked Questions about CREATE

Q What's the difference between CREATE and the previously scheduled Macworld Conference & Expo?
A CREATE, presented by IDG World Expo and Apple, is a new event that focuses specifically on technology for the creative arts – design and publishing, video and music.

Q Why did you decide to focus on design and publishing, video and music with CREATE?
A The unique technology needs of the creative community call for an event that provides comprehensive education on the latest techniques and the opportunity to network with like-minded artists. New York City's extensive creative community offers an ideal venue and ready audience for CREATE.

Q Will Macworld Conference & Expo in San Francisco be different next January?
A Macworld Conference & Expo, which will take place at the Moscone Center Jan. 5-9, 2004, will feature a similar format and features to those it has in the past. As before, it will cover the entire range of products and services for the Mac community, from gaming to networking, from graphic arts to OS X, from digital video to wireless and everything in between.

Q Is CREATE an indication that you are moving toward smaller, more focused regional events?
A We do not currently have plans to hold regional events. We do, however, continually explore opportunities for the Macworld brand to benefit the Mac community in new ways.

Colin Crawford

continued from page 1

Kenealy in announcing the appointment. "A decentralized company like ours names corporate vice presidents very rarely, but Colin's 10-year track record at IDG, most of it spent running a business unit, has earned him the respect and the trust of the dozens of IDG publishers and country managers worldwide."

"I look forward to developing new strategic alliances for IDG," said Crawford. "IDG is strong at a time that many of our competitors are weak, and we can bring partners a unique combination of economies of scale and reach on the one hand and speed and autonomy on the other."

Crawford joins the other members of IDG's senior management team who include IDG Chairman **Pat McGovern**, Chief Financial Officer **Ted Bloom**, International Publishing Services President & CEO **David Hill**, VP Business Operations & Legal Affairs **Kevin Krull** and Kenealy.

IDG

March 31, 2003

Consulting Director, Telecom (IDC)
IDC's U.S. Consulting practice is responsible for developing and conducting market research and consulting assignments, primarily focused on IT and Telecom industry vendors. We are currently seeking a Consulting Director to develop and drive IDC's consulting practice in the Communications and Telecom industries. We are seeking a consulting professional with strong leadership and team management experience who has demonstrated success in creating positive change in industry environments characterized by ambiguity and challenge. The individual should have 15+ years of professional experience with a focus on client development, solution creation with senior level executives, project management and execution, analysis and writing abilities along with strong public presentation skills. The individual should have experience selling large consulting projects and advising senior level vendor clients. Experience working in an entrepreneurial environment and knowledge of the telecom industry is highly desirable. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. A bachelor's degree is required and a master's degree is preferred.
Location: Framingham – MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Analyst, Account Manager (IDC)
IDC's Global IT Advisor program leverages IDC's unparalleled knowledge base to provide the industry's best market technology perspective with information designed to help our clients make sound business decisions. We are currently looking for a highly motivated individual to manage and grow accounts through superior customer service and business development. Consulting companies, Advertising, Public Relations, Media, Supply Chain and Government agencies use IDC's vendor profiles, technology forecasts, market trends, competitive situation evaluations, and international market analysis to formulate sound business strategies. The Global IT Advisor (GITA) team is looking for an account manager to handle the following primary responsibilities: (1) leveraging IDC resources to create a proactive project management/relationship with primarily Ad/PR firms, (2) responding to client inquiries and (3) writing timely research focused on GITA firms. The candidate will have experience dealing with Ad/PR firms as well as experience in a customer support role. The candidate will also be required to assist with business development of the Ad/PR client base through lead generation and renewal support. The position requires strong analytical, quantitative, entrepreneurial, communication (oral and written) and excellent public speaking skills. A firm understanding of the IT industry is essential. The candidate should have 3+ years of experience in a customer support or sales role ideally with a research or Ad/PR firm.
Location: Framingham – MA
Contact: E. White, Fax: 508-935-4432, Email: idc_jobs@idc.com

Executive Assistant (CWI)
Computerworld is seeking an experienced Executive Assistant to provide high-level administrative support to the CEO. Responsibilities will include general administrative support including maintaining the calendar, coordinating travel and expense reports and scheduling of meetings. This position will involve frequent interaction with all levels of the organization as well as customers and vendors so candidates should have good interpersonal skills. Candidates should also have a high degree of organization, solid judgment, strong computer skills (MS Office Suite, Lotus Notes) and be capable of working independently. Excellent written and verbal communication skills, negotiating skills and the ability to work with highly confidential information are also required. Individuals with at least 3 years of office administration experience are preferred. ***Location: Framingham – MA***
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Senior Designer/Infographics (PCW)
PC World magazine is looking for a Mac-based information designer or technical illustrator for print and new-media projects. This multi-talented individual will have extensive background in magazine or general graphic design, and will thrive in a highly creative, fast-paced environment. Strong skills in visual problem solving, illustration and digital prepress required. The ideal candidate will be able to design and execute feature illustrations, charts, diagrams, and infographics of all types. Extensive Photoshop, Illustrator and Quark knowledge a must; Web, 3-D or scanning experience a plus. ***Location: San Francisco – CA***
Contact: R. Kanes, Fax: 415-267-1718, Phone: 415-978-3333, Email: robert_kanes@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Asia/Pacific speakers bureau concept appeals to IDC Canada

IDC Canada Manager of Marketing and Business Development **Megan Branch** said she took home a multitude of ideas from the recent IDC global marketing meeting in Boston. Here she share her thoughts on how she plans to explore one marketing approach.

"We were very interested in hearing how IDC Asia/Pacific cross-promotes the U.S. Speaker Bureau on the A/P web site (idc.com.sg) to drive additional honorarium revenue and create additional visibility throughout A/P. In seeking additional ways to leverage our U.S. analyst community to support our regional efforts, IDC Canada will look to develop a "Speakers" landing page on www.idc.ca linked directly to the idc.com North America Speakers Bureau page.

The Canadian site page, promoted to PR agencies and event management firms, will speak to the benefit of securing an IDC analyst as a presenter, the value and credibility such speakers lend to events, and the relevancy of their expertise to clients and issues. The page will be designed to generate awareness within Canada for the vast resource of expertise available through IDC. IDC Canada will also look to continue to maximize the visibility for visiting U.S. analyst presenters by coordinating joint sales calls to prospective accounts wherever appropriate."

IDC marketing

continued from page 1

IDC Canada Manager of Marketing and Business Development **Megan Branch** cautioned about the risks of over-communicating to clients by bombarding them with multiple direct mailings, e-mail blasts and other outreach vehicles and stressed the need to consolidate efforts so there is less frequency and more value. She also invited the group to consider Canada as a test market for new research programs, as the country is a medium-sized market and the local IDC office has been an incubator for numerous new initiatives.

IDC Latin America Marketing Manager **Barbie Cordero** said her group has developed a partnership with a Brazilian trade association in which an analyst speaks regularly to the group's members for a monthly fee of $5,000. As one of several initiatives to get more "customer intimate" and strengthen client relationships, Marketing Programs Director/Software **Dawn Daggett** described the new Software Leadership Council. The 40-member group, composed of executives from IDC's top software client companies, will advise IDC on key industry issues via surveys and in-person meetings.

Kowalski said IDC realized significant savings on its e-mail promotions for Directions with a new e-mail promotions tool developed in-house by Interactive Products & Services; previously the function was outsourced. Any IDC product group can use the tool, which, among other functions, creates a central place for all e-mail lists, removes duplicate addresses, tracks the results of e-mail promotions and enables IDC groups to share lists and promotions.

IDC President **Kirk Campbell** talked about how important it is for marketing staff to have as much interaction as possible with clients and prospects to understand their needs — on the phone, in person, at events, going on customer calls with sales staff. He also urged the group to think of new ways to promote IDC's contact and influence with end-users.

IDC Vice President/Technology Marketing Research **Rich Vancil** gave an overview of the new CMO Advisory Service directed to chief marketing officers and marketing vice presidents at IT companies. The research IDC conducts on IT marketing practices will help marketers become more efficient and effective by showing them how to develop consistent and accepted measures of ROI. IDC marketers will benefit directly from this new program: Vancil is in the midst of a project that will apply the principles he's gleaned through research to IDC marketing practices as a whole.

For more information, contact Kowalski at skowalski@idc.com, Salter at msalter@idc.com, Branch at mbranch@idccanada.com, Cordero at bcordero@idc.com, Daggett at ddaggett@idc.com and Vancil at rvancil@idc.com.

More marketing ideas to try locally

Marketing checklist

IDC EMEA has developed a marketing checklist for conference promotion that the staff can share with other IDC offices. IDC EMEA also has a "one-seat" license to use a worldwide media database that can, among other things, track media contacts, which could be shared by offices worldwide, though only one person could log on at a time.

Web promotions page

To increase visibility for IDC research and sales of Directions 2003-related documents, IDC U.S. created a Web promotions page via a link on IDC.com. It included abstracts for recommended reading and a limited array of complimentary research documents that could be downloaded during the first two weeks of the promotion. After evaluating the results promotions page, IDC U.S. marketing staff felt one improvement would be to promote the complimentary download and recommended reading via an e-mail campaign.

Non-IT-graphics for direct mail

IDC Asia/Pacific often uses a non-IT-related graphic on postal direct mail campaigns (photos of a crew team, a close-up of a human eye, and an eagle in full flight have been used in the past) because the marketing staff says, "they're interesting, they capture attention and get people to open up the envelope."

Barter with press agency

IDC Latin America has created a barter agreement with a press agency that has boosted IDC's media mentions and developed better relations with journalists. An IDC analyst speaks at an event for the press agency's clients two to four times a year, and in exchange the press agency tracks IDC Latin America press hits and assists with media interviews.

IDC orientation for analysts

Representatives of the marketing, analyst and sales teams at IDC U.S. are working on a set of Powerpoint slides that analysts can use during client meetings when a sales rep isn't present to talk about the breadth of IDC offerings. Often analysts tend to be more focused on research documents and programs, so the slides will help analysts speak authoritatively, and consistently, about IDC and its offerings. Analysts can select the slides most appropriate for the meeting and the client company's needs. A training session will be held in the next few months on how to use the slides.

noteworthy people

Bruno

Levinson

Promotions

IDC Research Analyst **Ludovica Bruno** has been promoted to senior analyst, Worlwide IT Markets. "Ludovica is one of the most hard-working analysts I've come across, always willing to juggle multiple tasks and go the extra mile," said Program Director **Stephen Minton**. "Ludovica was a major contributor to the success of IDC's Economic Impact Model in 2002 while simultaneously working on the Security and Business Continuity Model, the Information Society Index, Executive Market Watch, Global IT Economic Outlook and Black Book. Her latest project is the new Telecom Black Book."

Also at IDC, Senior Analyst **Vicky Hawksworth** has been promoted to research manager, European IT Markets. "During the past year, Vicky has gradually assumed responsibility for the day-to-day operations of the European IT Markets Centre, including research and P&L management," said Program Director Stephen Minton. "With her new role, Vicky now assumes formal management responsibilities. She is a model professional who has impressed everyone with her willingness to take on new responsibilites and challenges."

New employees

Emma Howlett has signed on as a classified sales manager for *PC Advisor* in the U.K. She previously worked as a sales executive at Emap. Emma has a degree from the University of East Anglia where she studied English literature, with a minor in philosophy. After work she enjoys shopping, clubbing and eating out.

IDC West in Mountain View, Calif., has hired **Matthew Whelan** as an account executive in the Software and Services division. He was previously an inside sales manager with LeccoTech. A graduate of Ohio University in Athens, Ohio, with a B.A. in French and European studies, he enjoys skiing and cooking.

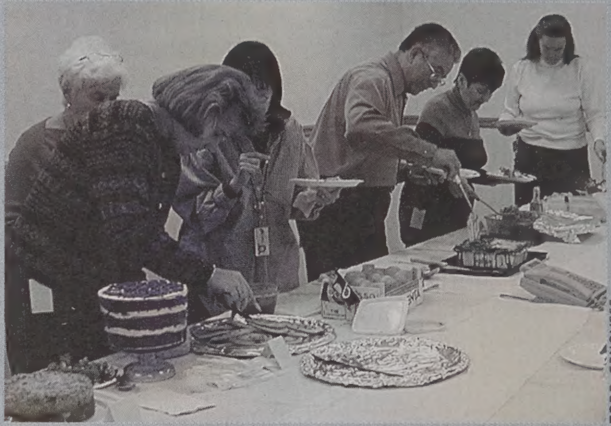
Transfers

Faith Marcello moves from her role as *Computerworld's* circulation promotion manager to CXO Media where she is now circulation director (and recently successfully filed her first BPA statement for *CIO* magazine). She says she has "been enrolled in the Baptism by Fire University" since she came to IDG in 1987 and enjoys spending time with her family and dog.

Returning employees

Longtime IDG employee **Libby Levinson** returns to the company as office services manager at IDG World Expo in Framingham, Mass. Libby originally joined the company 18 years ago as a part-time telephone interviewer at IDC and subsequently held a series of posts, the last of which was executive assistant to the president & CEO of IDG. Libby left the company late last year, returning for a three-month stint at Computerworld where she supported Acting President **Martin Taylor** during his assistant's maternity leave. "I've worked for IDG in various business units and worn various hats," said Libby. "This is an exciting new area for me and I'm delighted to be joining the World Expo family!"

IDG Corporate Services Group sponsors international luncheon



TODD GENOVESE

Looking over the menu options are (l-r): IDG Bookkeeper ***Paula Demeo****, IDG Bookkeeper* ***Lorraine Rivell****, IDG Senior Staff Accountant* ***Mandy Wong****, Accounts Payable Processor* ***Ernesto Cordero****, Accounts Payable temp Simone Bourcher and IDG Bookkeeper* ***Penny Stevens****.*

IDG's Corporate Action Council, which sponsors monthly employee and cultural events for the Corporate Services Group in Framingham, organized a Diversity Pot Luck Luncheon in February. Employees brought 25 different dishes representing either their own heritage or an ethnic cuisine they enjoyed. Among the selections: barbecued kielbasa, fried rice, pupusas (a meat-filled snack from El Salvador enveloped in a dough crust), Italian wedding soup and oatmeal chocolate chip cookies.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Sign up for your World Update PDF today!

Do you want to read *IDG World Update* on the day it is published? IDG employees can now choose to receive their weekly issue in a low-res PDF format via e-mail.

To sign up for this service, send an e-mail to the following address: join idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

What do you think of *World Update*?

If you have not yet received an *IDG World Update* reader survey via e-mail, go to www.idgnews.net/survey.nsf. Reader input will help make *IDG World Update* a more useful publication. The editors thank those who have already responded.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Ursula Sauter *IDG Germany*

22
Helga de Gregori *IDG Germany*

18
Lola Hermosell *IDG Spain*
Ramon Nacenta *IDG Spain*
Aromi Rajon *IDG France*

17
Simone Fiedler *IDG Germany*

16
Magdalena Koch *IDG Germany*

15
Peter Gruber *IDG Germany*
Michael Carroll *PC World*

14
Bob Sawdon *CXO Media*
ltrud Osterried *IDG Germany*
Kirsten Højrup *IDG Denmark*

13
Susanne Kirmaier *IDG Germany*
Hans Königes *IDG Germany*
Andrea Piontek *IDG Germany*
Setsuro Tamai *IDG Japan*
Alessandro Degli Occhi *IDG Italy*

12
Jill Spooner *IDG New Zealand*
Barbara Sullivan *Network World*

10
Andrea Weinholz *IDG Germany*
Andre Angeles *InfoWorld*
Mats Eriksson *IDG Sweden*
Jean Bregeon *IDG France*

9
Stephen Graham *IDC Canada*
Manabu Wada *IDG Japan*

8
Madeleine Bonk *IDG Germany*
ebastian Hirsch *IDG Germany*
Christian Meyer *IDG Germany*
Martin Chau *IDC Hong Kong*

7
Petia Lukasheva *IDG Bulgaria*
Petra Rammelsberger *IDG Germany*
Victor Falkteg *IDG Sweden*

6
Kurt Strebel *IDG Switzerland*
Parit Shah *IDG U.K.*
Sumner Lemon *IDG News Service*
Andreas Koschinsky *IDG Germany*
Simone Wit-de Bruin *IDC Benelux*
Birgit Nonboe *IDG Denmark*
Michael Schebesta *IDG Sweden*
Elisa Della Rocco *Network World*

5
Kim Wilken *IDG Denmark*
Nathan Don *IDG Communications*
Gunnar Lott *IDG Germany*
Ralf Kreuzer *IDG Germany*
Ronald Wiltschenck *IDG Germany*
Peter Müller *IDG Germany*
Sean Murphy *PC World*
Magnus Müller *IDG Sweden*
Karl-Johan Byttner *IDG Sweden*
Davina Yeo *IDC Singapore*

4
Claudia Heinelt *IDG Germany*
Silvia Sprenger *IDG Germany*
Frank Heublein *IDG Germany*
Jutta Rauch *IDG Germany*
John O'Malley *IDG Global Solutions*
Mads Cordt Andersen *IDG Denmark*
Mette Sand *IDG Denmark*
Johan Klingstam *IDG Sweden*
Jonas Lindholm *IDG Sweden*
Carolyn Burton *IDC*

3
Samantha Cheung *PC Advisor*
Robert Gammel *IDG Germany*
Daniela Wirth *IDG Germany*
Daniela Sieger *IDG Germany*
Petra Maria Schmitz *IDG Germany*
Andreas Mallin *IDG Germany*
Claire Munro *IDG New Zealand*
Stephen Bell *IDG New Zealand*
Birgitte Raldorf *IDG Denmark*
Lisbeth Wistisen *IDG Denmark*
Johanna Rehn *IDG Sweden*
Helle Kierkegaard *IDG Sweden*
Stefan Lindqvist *IDG Sweden*
Peter Nyström *IDG Sweden*
Reynald Flechaux *IDG France*
Bertrand Lemaire *IDG France*
Puni Rajah *IDC Singapore*
Yi Bing Ken Xie *IDC China*
Mi-Nam Lee *IDC Korea*
Jayr de Andrade Pimentel Neto *IDC Brasil*
Diego Macciardi *IDG Italy*
Lia Pitarresi *IDG Italy*

2
Sonia Singh *IT World Canada*
Margaret Tanaszi *IDC Canada*
Cristina Callejo *IDG Spain*
Peter Höllriegel *IDG Germany*
Peter Priewasser *IDG Germany*
Rudolf Parzefall *IDG Germany*
Herbert Maier *IDG Germany*
Canio Martino *IDG Germany*
Aki Hosokawa *IDG Japan*
Mari Goto *IDG Japan*
Nako Tsuchiya *IDG Japan*
Maki Aikawa *IDG Japan*
Julie Wall *IDC Benelux*
Mark Jones *InfoWorld*
Hisami Suzuki *IDC Japan*
Malene Grouleff *IDG Denmark*
Lars Danielsson *IDG Sweden*
Robert Brännström *IDG Sweden*
Johan Birath *IDG Sweden*
Sonja Olsson *IDC New Zealand*
Julius He *IDC China*
In-Sun Yoon *IDC Korea*
Patricia Pinheiro *IDG Brazil*
Paula Campelo *IDG Brazil*

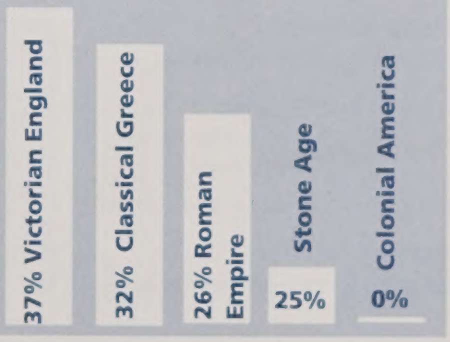
1
Kent Ong *Computerworld Singapore*
Arthur Cole *IDG U.K.*
Hiromi Koyanagi *IDG Japan*
Courtney Coughlin *InfoWorld*
Lisa Farrell *InfoWorld*
Sonoko Kodama *IDC Japan*
Katina Goussetis *IDC Australia*
Carsten Schmidt *IDC Australia*
Jun-Fwu Chin *IDC Malaysia*
Maristela Alves *IDG Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Question of the week

Employees who answered last week's question of the week were eager to travel backward in time…to a point! Only 5% would have wanted to sample life as far back as the Stone Age.

Be sure to log onto www.idgworldupdate.com and answer this week's question:
How many photos of family/friends are in your office?
None
1-4
5-10
more than 10



celebrating 10!

Name
Harry McCracken

Home
San Francisco, in the Mervyn Heights neighborhood.

Joined IDG
April 1991 as technical/reviews editor for *Computer Buying World*, an IDG startup.

Career path since joining IDG
I worked at *Computer Buying World* and its successor, *InfoWorld Direct*, then freelanced for *PC World*, *InfoWorld*, *Multimedia World* and other IDG publications for a spell. In late 1994, an associate editor position opened up at *PC World/Lotus Edition*, and I took it, thinking it was a good way to get my foot in the door at *PCW*. It was — I'm still here more than eight years and a bunch of different titles later.

Current title, what job involves
Editor, *PC World*, heading up an amazingly talented group of editors, designers, and test-center technicians who create content for *PC World* magazine and PCWorld.com.

Most challenging part of your job
Something I love about the magazine business: You start all over again every 30 days.

Latest accomplishment
Editing our 20th anniversary issue, a wonderfully creative and nostalgic experience, which reminded me what a privilege it is to work for *PC World*.

Career highlight
Corny but true: It happens all the time, whenever I see someone reading *PC World* on an airplane, while waiting for the subway or elsewhere. I'm always surprised and gratified.

Most memorable moment at work?
Collaborating with "Dateline NBC" on an investigation into PC repair. We flew around the country going into repair shops with hidden cameras and mikes. It was fascinating, arduous and occasionally funny.

What's kept you at IDG for 10 years?
I've never felt bored for more than 10 minutes.

Best piece of advice you've ever received?
From Bill Cosby (not in person, I read it on the back of a cookie bag): "I don't know the key to success, but the key to failure is trying to please everybody."

Interests outside the office
Collecting stuff, including vintage wristwatches and original comic art.

PC World's **Harry McCracken** *(right) was the guest of IDG Chairman* **Pat McGovern** *at a dinner celebrating his 10 years of service to IDG.*

What ability do you wish you had
The ability to play a musical instrument competently.

What others can't tell just by looking at me:
Before I worked for IDG, I edited a magazine about animated cartoons.

Five people — living or dead — you'd invite to dinner?
Mason Reese, Helen of Troy, Georges Seurat, Mother Hale and Captain Kangaroo.

First job?
I was the world's worst paperboy.

Your idea of a perfect day alone?
Sitting on my rooftop on a nice day with a stack of books I haven't read.

Favorite movie of all time?
The Wrong Box (1966), a British comedy that repays an infinite number of viewings.

What sports do you play?
None competitively, but I do like to bike.

Favorite vacation spot?
I've almost never met a small town — American or otherwise — that I didn't like.

Manager's profile
"Harry has been one of the most loyal and devoted members of the *PC World* team. He cheerfully pulled up roots last year and made the move from Boston to San Francisco where he immediately got to work enhancing an already excellent editorial product. Harry is respected by his peers in editorial and is a superb editor in his own right. And, now that he's our top editor, I'm confident *PC World* will achieve even higher levels of distinction and reader satisfaction."

— Jeff Edman, president & CEO, PC World Communications

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Piyush Singh *IDC Asia/Pacific*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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Employee surveys due back April 18

U.S. employees are reminded to fill out the annual IDG Employee Opinion Survey and return it by April 18. Each U.S. employee should have received an e-mail message containing a link and password for the online survey. All responses are completely anonymous and will be used to continue to improve the work environment at IDG. Any questions should be directed to your HR representative.

IDC connects with customers, prospects at Directions

"Preparing for the New Computing Landscape," the theme of IDC's Directions 2003 conference, poses a daunting challenge to the IT community. However, it's a road more easily traveled when decisions are made using reliable market research, as IDC staff made clear to customers and prospects last month in Boston and San Jose, Calif.

IDC's 38th annual briefing session drew a total of 2,166 attendees representing senior executives from IT and telecommunication vendors, financial firms, consulting companies and other businesses. Compared to last year, attendance was up 8% in Boston and 7% in San Jose.

"There is no better single opportunity for IDC to positively influence its customers and prospects than the Directions event," said IDC Senior Vice

continued on page 2

Regional Market Intelligence
www.idc

IDG WORLD UPDATE

(L-R): SVP/International ***Philippe de Marcillac****, Chief Marketing Officer* ***Gigi Wang*** *and SVP/Hardware & Communications Research* ***Crawford Del Prete*** *spoke at Directions' morning general sessions.*

CIO Germany's IT strategy conference attracts twice the expected crowd

CIO Germany had the right strategy for its first IT strategy convention, and it was even more compelling than they anticipated. While the staff expected about 250 attendees, more than 530 high-level IT managers from Germany, Austria and Switzerland gathered for IT-Strategietage (IT Strategy Days) in Hamburg in late February.

Heinrich Seeger, *CIO Germany* editor-in-chief, attributed the doubled attendance figures to the two-day event's focused agenda of C-level speakers, low price (298 Euro [US$315] for both days, 198 Euro [$210] for one), and good scheduling (ending on a Friday, the conference allowed visitors "to take some days off in an attractive city").

Among the speakers, Siemens CIO Friedrich Froeschl gave one of the first accounts of the electronics giant's IT strategy and strict new cost-cutting measures. Thomas Tribius, CIO of Hamburg-based Axel Springer Verlag AG, one of Europe's biggest magazine and publishing houses, spoke on how IT is helping it aggressively cut operating expenses.

CIO Germany Publisher **Canio Martino** said, "With the support of our sponsors and partners, the editorial team of *CIO* put together a program that provided a useful balance of best practices and vision and opportunities for discussion and networking."

continued on page 5

IT STRATEGIETAGE 2003

CIO Germany Publisher ***Canio Martino*** *(far left) and Editor-in-chief* ***Heinrich Seeger*** *(far right) with the IT-Strategietage's second-day speakers.*

Directions

continued from page 1

President/Worldwide Sales **Don Best**. "The sheer scope of expertise on display is truly awesome, and our analysts never fail to impress. In terms of our interaction with new customers, my guess is that Directions shortens the sales cycle by at least six weeks. And we always close several new, incremental and substantial projects with existing customers as a result of what they've seen at Directions."

During four general sessions and 36 breakout sessions, IDC analysts laid out the characteristics of the next-generation IT landscape, identified the growth segments and proposed ways to reach those market segments.

> *"There is no better single opportunity for IDC to positively influence its customers and prospects than the Directions event."*
>
> *— IDC Senior Vice President/ Worldwide Sales Don Best*

Chief Research Officer **John Gantz** described the new computing landscape as one that has ever-increasing complexity. Companies that will thrive in this setting are ones that are Web-enabled, have integrated business processes and are wirelessly connected and secure. IT strategies and investments should be linked to business objectives, and decisions should be made jointly between business and IT management.

SVP/ International **Philippe de Marcillac** emphasized that being a global company means having a unique business plan for each country; vendors shouldn't be tempted to view one region as one market.

SVP/Hardware & Communications Research **Crawford Del Prete** identified the four areas that will drive the IT market in the future: utility computing, Web services, mobile and wireless, and the home market. He noted that the home market has been one that has always looked promising to vendors because of its size but was always difficult to penetrate because of the cost of technology and the cost of reaching customers. The technology market is now at a point where it is poised to tap that home market.

Harvard Business School Professor of Business Administration Clayton Christiansen wrapped up the day with thoughts on how to create new growth for new technologies, noting the impact of "disruptive technology." He defined it as a new technology that enters a market by addressing a segment of the market that is not being served by existing technology. Emerging companies with new technologies that have been most successful are those that have initially targeted this segment of non-consumers. Importantly, it is the business model of the new products, not the technology, that disrupts the IT market and changes the landscape, he said.

Directions wouldn't be possible without substantial pan-IDC contributions, noted VP/U.S. Conference Group **Elisa van Dam**. "This is a huge effort that involves people from all parts of the organization, from the analysts who spend a lot of time creating their presentations, to the marketing programs folks who help with a lot of unglamorous but vital tasks, to the publishing services people who get the proceedings posted on IDC.com, the general services team that helps with shipping, and of course the senior management team. And then there are the corporate marketing and events teams who are tasked with making the event happen!"

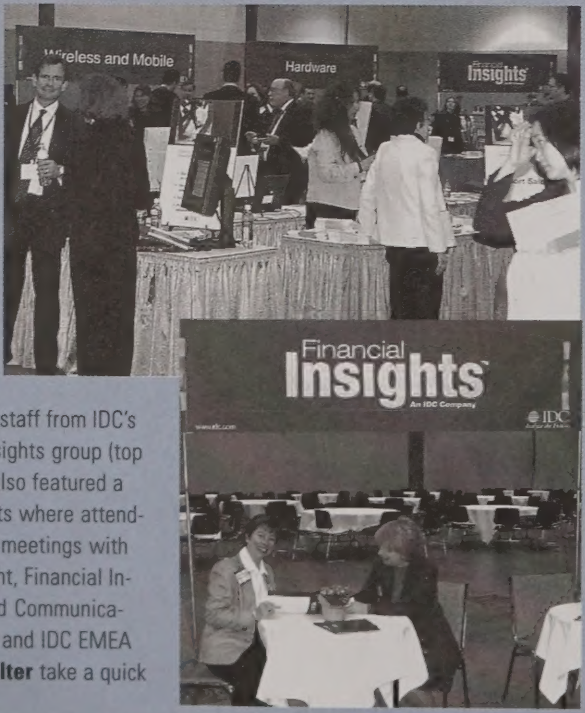
For more details, contact Director of Corporate Marketing **Sandra Kowalski** at skowalski@idc.com.

Thanks to IDC Chief Marketing Officer Gigi Wang who contributed the speaker summaries for this article.

Evaluations benefit charity

Directions 2003 marked the fourth year that IDC has contributed $5 per returned evaluation to a charity as a way to motivate attendees to provide feedback. The Make-a-Wish Foundation, which grants wishes to children with life-threatening illnesses, received a total donation of close to $2,000.

Research Pavilion showcases depth and breadth of IDC's offerings



For the second consecutive year Directions featured a Research Pavilion where attendees could talk to IDC staff, view demonstrations of online products and services, and get a better sense of the extent of IDC's offerings in terms of technologies, markets and geographic regions. IDC analysts were on hand to explain products and demonstrate online services. Joining the Pavilion this year were staff from IDC's recently launched Financial Insights group (top photo, far right). The pavilion also featured a meeting area with refreshments where attendees could arrange one-on-one meetings with analysts or salespeople. At right, Financial Insights Marketing Programs and Communications Director **Deborah Stark** and IDC EMEA Marketing Manager **Meryl Salter** take a quick break.

one on one the interview

István Bíró
The managing director of IDG Hungary is this week's guest columnist. He may be reached at ibiro@idg.hu.

IDG Hungary at-a-glance

Location Budapest

Origins A former IDG licensee, Computerworld Informatika Ltd., began publishing *Computerworld Számitástechnika* in 1986; in 1991 IDG purchased the company and created IDG Hungary, a wholly owned subsidiary.

Number of employees 71

Products *CW Számitástechnika* (weekly, circulation 7,300), *PC World Hungary* (monthly, circulation 25,000), *GameStar* (monthly, circulation 16,500)

Selected "First in Hungary" achievements

- First 3.5-in. floppy included in a magazine.
- First CD Magazine: *ABCD*
- First public Internet café in Hungary
- First online exhibition on 1,100 years of Hungary (1996)
- First Hungarian horizontal web site covering multiple, often unrelated topics including IT, politics, humor, chat rooms, etc.: iNTerNeTTo.

Q Give us an overview of Hungary's IT market.

A The growth of the Hungarian IT market is second in Central Europe after the Czech Republic. PC penetration is average for the region, which is approximately half the European Union average. The biggest challenge is to increase Internet penetration, which is lower than the average for the region (approximately 10% of Hungarian households use the Internet regularly). The main reasons for the relatively low penetration are the high costs of Internet access (mainly due to companies trying to recoup costs of an extremely high investment in infrastructure), and the public's increasing dissatisfaction with the quality and quantity of locally available Internet content.

The main challenges for the IT industry and for IDG Hungary revolve around preparations related to Hungary joining the European Union in May 2004. Our tasks involve providing information about the EU to client companies, setting up joint events with companies in EU countries (corporate presence in exhibitions/events in the EU, e.g.: Systems and CeBIT in Germany, INVEX in the Czech Republic, Poznan in Poland, etc.), and helping companies grow and build up personal contacts, connections and cooperation with partners/counterparts in EU countries.

Q How is IDG Hungary doing this year?

A We are operating from a position of strength in that we are *the* IT publisher in the market — the oldest, the best, the most reliable, etc. Nonetheless, we, too, had to undertake cost-saving measures when ad pages dropped off in the last two years, as in the rest of the world. We took a series of severe internal measures to reorganize and streamline operations. Although reducing staff (approximately 20%) was painful, the remaining employees have pulled together with greatly enhanced teamwork and improved editorial quality resulting in continuously improving profits.

As there has not been any significant growth in the Hungarian IT market, it is a real success that IDG Hungary increased its revenues by more than 13% while the expenses have increased only 2%; a decrease in real terms due to the current 7% to 8% inflation.

We have been lucky as well. During the difficult times all competitors in the weekly market stopped or went bankrupt, as did many in the monthly magazine market, while others split in half and bitterly competed with each other, damaging each other in the process. Those who filed for bankruptcy have not yet emerged from it. We made good results in entering the event business with a couple of successful conferences late last year and early this year focusing on issues related to joining the EU and computer security.

We could even afford to venture toward new territories: *DIGITART*, a special issue of *PC World* on desktop publishing and graphic arts — similar to *Digit* in the U.K. — went on the newsstands March 26. We're also exploring the possibility of publishing a product about bio-IT and biotechnology.

Q Who are your competitors?

A The main competitors are Vogel-Burda of Germany (in both the weekly and the monthly magazine market), which started a new weekly competitor a month ago; *Computer Panorama*, a Hungarian-owned monthly magazine, and a new Hungarian company established by a former Vogel publisher that started two new monthlies that mainly compete against Vogel. *PC World* and *Computer Panorama* have been the winners of that fight so far.

Q Can you describe the "Idea Competition" IDG Hungary is sponsoring?

A The theme is essentially "Alternative Uses For Your Old Computer." There are three ways to participate by sending in any of the following ideas:

- Ideas for using a computer in any electronically working way whether in part or in full. (e.g.: chime, burglar alarm, speech synthesizer, battery charger).
- Ideas for using the parts as decoration or objects of fine arts (pictures, sculptures, etc.)
- Ideas related to environmentally conscious disposal, including the recycling/recovery of valuable materials such as gold and silver.

The ponsors of the contest, which concludes April 30, are the Ministry of Informatics, the Ministry of Environment and two big companies. The prizes include a 2003 top-of-the-line computer, a seaside holiday, free subscriptions, etc.

Q What is it like publishing in a relatively small market?

A The company keeps the so-called "forum idea" top of mind. The readers and the writers form an open public exchange with direct and more or less personal relationships with each other. This turns the relatively small market into an advantage. We jokingly say, "We know all readers personally." Fortunately, this is not true for readers, but almost appli-

continued on page 7

Program helps employees gain 'macro' view of IDG business

When **Debbie Sorich**'s manager nominated her to attend last month's U.S. Media Management Institute in Pescadero, Calif., Sorich, an account director at Computerworld, wasn't convinced that three days sitting in a conference room were going to be the best use of her time. "Like most salespeople, I was concerned about the use of my time here vs. being out selling," she noted. "However — and what a huge surprise — what I gained will help me on the sales front from all angles. And the camaraderie I experienced reaffirmed why I'm glad to be an IDGer."

Front row (l-r): ***Mary Zones****, PC World;* ***Sarah Hansen****, IDG;* ***Noriko Nozaki****, IDG Japan;* ***Susan Green****, PC World;* ***Nicole Filiatrault****, ITWorld Canada;* ***Julie McKie****, PC World;* ***Debbie Sorich****, Computerworld. Middle row:* ***Lisa Radler****, PC World;* ***Davy Adams****, IDG Australia;* ***Vincent Heeringa****, IDG New Zealand;* ***Mark Jones****, InfoWorld;* ***Gail Edgett****, IDG Corporate Accounts. Back row:* ***Ed Albro****, PC World;* ***Jeff Spitzer****, IDG Games Media;* ***Jon Dowling****, IDG Australia;* ***Matt Rigney****, IDG Australia;* ***Stephen Kranabetter****, ITWorld Canada;* ***Tom Buckley****, Computerworld;* ***Jim Dalrymple****, Macworld;* ***Derek Butcher****, InfoWorld;* ***Bob Sawdon****, CXO Media; and* ***Jason Snell****, Macworld. Not pictured:* ***Sharon Cordesse****, Macworld;* ***Greg Fox****, IDG Games Media Group.*

IDG WORLD UPDATE.

Organized by **Connie Raleigh**, IDG training and development manager, and **Sara Peterson**, training coordinator, and usually held once a year, the three-day seminar, one of IDG's longest-standing internal training programs, gave participants a chance to "step away from their day-to-day functional roles and learn more about IDG business at the macro level," Raleigh said. The 25 attendees came from five countries on three continents.

Nominated by their senior management team, participants have a chance to enhance their knowledge of the various business functions within IDG and create new information exchange networks. "We hope everyone will emerge with a more holistic view of IDG's many components," Raleigh said. The 11 sessions ranged from editorial and circulation to developing new business ventures and leading an IDG business unit; all were presented by an IDG expert in that field.

"My previous job was at a newspaper group where there was little effort to bring different parts of the operation together," said **Ed Albro**, *PC World* executive editor, features, "so it was great to see at this session how everyone from custom publishing and conferences and events to international lead generation do their jobs. I feel like I have a much fuller understanding now of how IDG works."

"The opportunity to share experiences with like-minded colleagues was invaluable," said **Stephen Kranabetter**, IT World Canada sales manager. "The attendees and speakers had a wealth of experience, and due to the non-competitive environment, a great deal of knowledge sharing took place. In addition, the relationships built will continue after the event and will encourage future collaboration."

Participants were divided into teams and given a case study on the first day. Using information from presenters, conversations with other participants and their own experiences, they responded to the case study as a team on the final day.

Raleigh said that each year IDG's corporate training programs are modified to reflect current IDG business realities and ensure that relevant and quality content is delivered to participants. "This year the program took on an international flair as participants from Australia, New Zealand, Japan and Canada joined to hear how the U.S. dealt with various issues and opportunities that they are now facing in their business worlds," she said.

"The course was great, the people were great, the venue was great," said IDG Communications Australia Associate Publisher **Davy Adams**. "What was useful is realizing the enormous talent and knowledge that exists in the company and being able to tap into that in an environment outside of your normal hectic work schedule."

For more information, contact Connie Raleigh at constance_raleigh@idg.com.

It's all about the audience

At last month's Media Management Institute, Network World VP, Seminars and Events **Robin Azar** offered some tips on how to build a successful events program.

IDG events are faring well, she said, despite potential attendees' reduced budgets and heightened security alerts; the recent DEMO conference drew more than 500 people.

Know what they want:
"Know and understand what your audience is looking for," she said. IT professionals are looking for an event that will provide "actionable information, strategic education, networking with peers, and a clear direction on how to succeed. The days of the boondoggle are over." Sponsors, on the other hand, want to meet attendees face to face to explain how they understand clients' business needs and establish a relationship with them.

Know how to reach them
"Direct response is not dead!" Azar said. A combination of direct mail, e-mail and promotion is critical.

- Direct mail and e-mail generate the most registrations, particularly a combination of the two as people don't usually go back to an e-mail but may respond if they have branded hard copy on their desk to refer to.
- Newsletter promotions, web site exposure and editorial coverage are essential.

Know success
What makes an event successful?

- Industry buzz
- Editorial coverage
- Strong attendance
- Great feedback
- Happy sponsors
- Eliminating a competitor
- Profits

IDG

April 7, 2003

Sales Director, Custom Solutions Group (IDC)
IDC's Custom Solutions Sales Group is seeking a Sales Director who has demonstrated experience in the professional services industry within the sales account management and business development areas. The position is located in Mountain View, CA. The Sales Director, Custom Solutions is a quota-carrying sales role with the sales responsibility of selling our consulting research to our Global 200 accounts. This individual-contributor role will be responsible for expanding current sales presence in existing accounts as well as establishing new business. 5-10 years sales experience required, preferably in the consulting, research or services industry. Global selling experience with demonstrated success over a period of time. Travel requirement may be as low as 10% and not to exceed 50% - the majority of accounts in this territory are local. A successful Sales Director, Custom Solutions will be a sales professional that understands the methodologies necessary to sell consulting-oriented market research services. In-depth understanding of IDC's service offerings and ability to collaborate with IDC's global product groups and sales organizations will be an essential requirement for success in this position.
Location: Mountain View – CA
Contact: I. Juhola, Email: idc_jobs@idc.com

Director, Investment Research Services (IDC)
This leadership position will be responsible for establishing programs and processes for growing audiences served by the Investment Research Services product lines worldwide. Key charters of this role include financial management, partnering with sales on both strategy and execution, working with marketing for the proper positioning and promotion of IDC product offerings, establishing new lines of revenue, and working with the analyst account manager team to maximize client value. The Director will partner with clients, IDC Analysts and Salespeople to ensure that customer satisfaction is being maintained and promoted and to develop new products as well as consulting and custom intelligence solutions. The successful candidate will have a proven track record of understanding the needs of the investment community and developing solutions for that community; a strong public presence and a proven capacity to forge alliances and promote productive collaborations; 5-10 years experience in the investment community with a focus on the IT industry; demonstrated success in team building; an advanced degree in a field related to business management, science/technology, and/or advisory research; ability to travel. ***Location: Framingham – MA***
Contact: E. White, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Communications (IDC)
This analyst will be responsible for covering a range of topics in the networking space from WiFi strategies and innovations to legacy voice network devices and from network technology innovation to consumer adoption of network/telecom services. Key responsibilities include conducting research, quantitative analysis including market sizing, and producing multiple documents on a quarterly basis to fulfill the requirements of the Networking Program. In addition, the analyst will develop a presence within the industry and press community based on their industry expertise. Client interaction and inquiry is an integral part of the analyst role and along with this the ability to assimilate industry information and provide advice and guidance to your clients is critical. Clients include telecom, software, systems, and integration companies as well as IDC's Wall Street customers. Collaborative efforts will include work with the Communications Group, the Software Group, and the Asia Pacific and European regions.
Location: Framingham – MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Senior Account Executive (IDC)
IDC's Enterprise GEA/Sector Sales Group is seeking a Senior Account Executive to join their successful team in Framingham, MA. The Senior Account Executive is responsible for selling our research to our Fortune 1000 non-vendor prospect base. The ideal candidate will be responsible for maintaining existing renewal accounts as well as establishing new business. 5-7 years of selling and quota carrying experience. College degree, or equivalent is preferred as is strong familiarity with the computer industry. Previous sales of syndicated research with a demonstrated track record of success a strong plus. This position is best suited for a good team player with strong computer skills and a positive attitude. Reporting to the Sales Director, Global Enterprise Advisory, this position will require approximately 25% overnight travel. ***Location: Framingham – MA***
Contact: G. Lawrence, Fax: 508-935-4432, Email: idc_jobs@idc.com

Client Services Representative (IDC)
The Client Services Representative will be responsible for supporting IDC's Enterprise Accounts external and internal customers with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing all customer service support to Enterprise sales staff by creating reports, inputting orders, assisting the sales team members and collaborating with analysts. A bachelor's degree or associates degree or equivalent experience required. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems. Proficiency with Microsoft Office suite is a must. The ideal candidate will have 2-3 years of previous experience as a Customer Service Representative in the Information Technology or Telecom industry. ***Location: Framingham – MA***
Contact: G. Lawrence, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Coordinator (WEC)
As an intricate part of the IDG World Expo Marketing Team, the Marketing Coordinator will assist in the overall marketing and promotion of Bio-ITWorld Conference & Expo and Portable Power Conference & Expo, working on marketing communication projects such as direct mail brochures, print and email advertising, show guides and general web development. The successful candidate will manage outside vendors, coordinate Web site content, coordinate attendee and exhibitor marketing materials, write promotional copy, fulfill barter exchange agreements and work well in a team environment. This position demands a detail-oriented, assertive communications professional with 2-3 years of experience in product or direct marketing and in marketing communications. Trade show experience helpful. ***Location: Framingham – MA***
Contact: jcjobs@idg.com, Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Unique online collaboration boosts revenue, visibility for IDG Italy

IDG Italy has gained a new regular source of revenue – and increased visibility — by forging an online relationship with a partner outside the company's usual IT vendor arena.

MAURO CALDERARA

*IDG Italy Sales Director **Sergio Rizzi** (l) and Online Content Manager **Alessandro La Spada** are counting on the partnership to help build subscriptions and boost the company's visibility among the 30,000 companies that access the site.*

Sanpaolo IMI is one of Italy's most important banks, with a network of 1,350 branches nationwide, many concentrated in the industrial and financial hubs of Milan, Turin and Genoa, serving small- to medium-size companies with loans, account and cash management, payment services and other basic banking services. The bank's e-commerce manager, a longtime admirer of *Computerworld Italia*, approached IDG Italy to propose that the two companies collaborate.

Since last December, *Computerworld Italia* and *Network World Italia* have been supplying content to the bank's Web site, www.sanpaoloimprese.com, regarding news and analysis about the national and international IT, Internet and telecommunications markets. Another section of the site includes articles on specific topics (management/finance, marketing/sales, human resources, information and communication technology) that IDG Italy editors and Sanpaolo staff agree would be of interest to visitors. The site recently opened a new section coordinated by IDG that features case studies on successful companies that use innovative data processing. The intent is for visitors to find suggestions they can adapt for dealing with data processing problems at their own companies.

All content on the site, provided by CW Italia Online Content Manager **Alessandro La Spada**, has been previously published, so there are no new editorial costs. The IDG Italy publications are mentioned at the end of each article, but there are no links back to the IDG Italy site due to Sanpaolo's current restrictions, though IDG Italy is negotiating with them to include IDG Italy banners or promotions for the IDG brand and products. IDG Italy reaps a profit of 4,000 Euros (US$4,304) monthly, derived from a fee paid by Sanpaolo for services rendered.

"One of the most important benefits of this partnership is the visibility that this agreement gives us, as the Sanpaolo site reaches about 30,000 small to medium-size companies," said IDG Italy Sales Director **Sergio Rizzi**. Sanpaolo has also publicized the partnership through its own press releases. IDG Italy hopes to build its subscription base as a result of the relationship, and Sanpaolo is poised to be a sponsor for IDG seminars and events.

This is IDG Italy's first effort at this type of Web content partnership arrangement, but similar agreements with other partners are possible in the future.

For more information contact **Sergio Rizzi** at sergio_rizzi@idg.it.

CIO
Vorsprung für die Banken-IT

CIO Germany launched in October 2001.

CIO Germany

continued from page 1

Gabriele Schmidtsdorff, CIO of German coffee and lifestyle products retailer Tchibo, said that IT-Strategietage offered a great opportunity to compare her firm's IT portfolio with those of comparably positioned companies.

"Given the short, three-month preparation time, we consider the IT-Strategietage a huge success," Seeger said. "We feel the convention's success has earned us a great deal of credibility so that we will be able to make it an annual event."

IT-Strategietage was marketed in *CIO Germany* and sister publication *Computerwoche*, with advertisements in *Die Welt*, one of Germany's largest newspapers, and an online invitation to 500 companies.

Among the event's 12 sponsors were Lufthansa Systems, Deutsche Telekom and Borland. Sponsors could present case studies on new technology at one of the 12 breakout sessions during the two-day event. Several of the sponsors had exhibition booths during the run of the conference.

Gunnar Uldall, head of the Ministry of Economy and Labor for the state of Hamburg and *CIO*'s partner in organizing and financing IT-Strategietage, said his government would continue to work with *CIO* on future conventions in order to strengthen Hamburg's image as an important German IT city. The profit-making conference was the first time a Computerwoche Verlag AG publication had worked with a government entity in organizing and financing an event.

For more information go to www.cio.de/strategietage2003 or contact Canio Martino at cmartino@computerwoche.de.

noteworthy people

IDG WORLD UPDATE

Daggett

Glaz

IDG WORLD UPDATE

Patty

Holmes

Promotions

IDC's **Dawn Daggett** has been promoted from manager to director, Software Market Development and Marketing Programs. "This promotion acknowledges Dawn's accomplishments in driving new business leads through marketing activities, proactively supporting sales in multi-client growth, initiating new processes and developing marketing specs for idc.com, and directing increasingly more valuable marketing programs within the Software Research Group," said VP, Global Software Product Management **Melita Marks**. "Dawn directs the marketing programs of more than 30 software products while managing her two-person team. She has also developed metrics to track marketing return on sales and effectiveness of marketing programs for software. Dawn continues to act as a liaison, representing all of group marketing programs, with corporate marketing. She is one of the most productive and effective employees that IDC has and continues to be a great leader, people manager and team player."

IDC Program Manager **Ron Glaz** has been promoted to Program Director of Digital Capture Devices & Photofinishing. "Ron thinks like a director when it comes to business development," said **Angele Boyd**, Group VP, Image Capture and Output. "He played a major role in the development of IDC's successful Imaging Convergence Forum last August, and he has hosted well-rated IDC Directions' sessions. His team produces well-received and financially successful studies such as a recent consumer imaging multiclient one that used a unique mall intercept approach, and a collaborative report about imaging and smart handheld devices. He is also a terrific team player within our group and IDC at large, and has well earned this recognition."

New employees

Robyn Patty joins PC World as retention marketing manager, coming from Future Network USA where she was billing and renewal manager. She attended California State University/ Fullerton where she studied philosophy. Away from the office she enjoys reading and music.

Office Manager **Shakeera Irby-Mason** has joined the IDG sales office in Paramus, N.J. She previously worked as a receptionist for a law firm in New York City. In her free time Shakeera enjoys taking her two children to the movies and on other outings.

Sarah Auld joins *PC Advisor* in London as a designer. Most recently she was design and production assistant on the *Daily Mail Ski & Snowboard* magazine. Prior to that, Sarah spent several years in the television industry filming and helping to produce an extreme sports show geared to the youth market. Sarah earned a degree in illustration from the University of Westminster and spends her non-working hours wakeboarding, snowboarding and skating.

IDC's Industry Sales Group welcomes Client Services Representative **Michelle Yingyi Zou**. She was most recently a market analyst for EMC Corp. Michelle has an M.B.A. from Clark University in Worcester, Mass., and enjoys traveling, badminton and ice skating.

Cindy Howard joins IDG as a trademark paralegal in the Framingham, Mass., office. Prior to joining IDG, Cindy was a product development manager at MKTG Services in Wilmington, Mass. She earned a BA in sociology from North Adams State College in North Adams, Mass., and paralegal certification at Northeastern University in Boston. When she's not working, Cindy enjoys horseback riding and spending time with family and friends.

Returning employees

Computerworld welcomes circulation director **Heather Holmes**, who worked for the IDG Newsletters office in Boston from 1995-97 as director of fulfillment operations. She later went on to be general manager of Direct Marketing Services. Heather's career has also included more than 15 years with the Christian Science Publishing Society, primarily as the senior fulfillment manager for their more than 70 international titles. Outside the office, she and her husband enjoy time with their two young daughters, collecting vintage John Deere tractors and Chevy trucks and keeping up with NASCAR races.

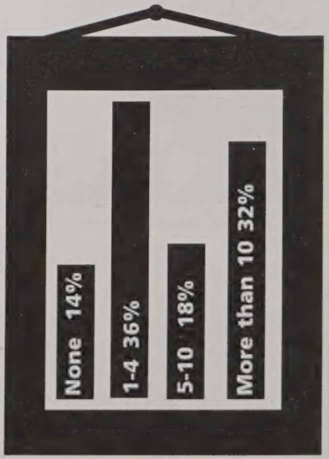
All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the week

Family and friends are well represented on the desks and walls of the work areas of IDG employees responding to last week's question of the week. While the majority indicated they have a modest 1 to 4 photos an almost equal number boasted galleries containing more than 10 images.

Be sure to log on to www.idgworldupdate and answer this week's question:

Would the current publicity surrounding SARS cause you to rethink any travel you might have planned?



service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Karen Wallace-Lincoln *Network World*

17
Maya Timmer *IDG Netherlands*
Carole Zozaya *IDG France*

16
Patricia Sims *IDG List Services*
Steve Tozeski *IDG List Services*
Kirk Campbell *IDC*

15
Crawford Del Prete *IDC*

13
Anthony Picardi *IDC*

Picardi

12
Herman Sundgren *IDG Sweden*
Christoph Burkhart *IDG Germany*
Reinhold Harlacher *IDG Germany*
Claudia Dudkin *IDG Germany*
Ingrid Kurz *IDG Germany*
Peter Townsend *IDG Germany*

11
Maggie Murphy *IDG*
Dick Schievels *IDG Netherlands*
Yuriko Tejima *IDG Japan*
Ruth Sager *IDC*

10
Lisa Golden *IDG List Services*
Ellen Fanning *Computerworld*
Doreen Francy *IDC*

9
Lorraine Cosgrove Ware *CXO Media*
Cheryl Toffel *IDC*

8
Brian Kornegay *IDC Singapore*
Aileen O'Donnell *PC Advisor*
Yolanda Martinez *IDG Spain*
Robert Gray *IDC*

7
Tallina de Boer *IDG Netherlands*
Linda Quick *IT World Canada*
David Rodriguez *IDG Spain*

6
Jarmila Frejtichova *IDG Czech*
Jaroslava Janatova *IDG Czech*
Kevin Krull *IDG*
Christian Bousquet *IDC*

5
Jane Jordan *IDG*
Sandy Kendall *CXO Media*
Alexandra Martinez *IDC*

Jordan

4
Lauren Costello *IDG List Services*
Joris Evers *IDG News Service*
Heiena Linton *IDG Sweden*
Helena Persson Brage *IDG Sweden*
Eileen Chaney *PC World*
Jacquie Wood *IDC U.K.*
Jennifer Lapio *IDC*

3
Rosemary Kelly *IDG World Expo*
Masami Kashiwagi *IDC Japan*
Anne McDonald *PC World*
Rachael Rodwell *IDG Australia*
David Beynon *IDG Australia*
Helen Butcher *IDG Global Solutions*
Philip Christer *IDG Global Solutions*
Markus Schwerdtel *IDG Germany*
Paul Bugala *IDC*
Robert Mahowald *IDC*
Vladimir Kroa *IDC*
Erica Blake *IDC*
Kalyan Samanta *IDC*

2
Vicki Cui *IDC China*
Annette Berg *IDC Denmark*
Mette Ahorlu *IDC Denmark*
Agam Shah *IDG News Service*
Stacy Cowley *IDG News Service*
Scarlet Pruit *IDG News Service*
Ilona Biro *IDG Hungary*
Judit Fülöp *IDG Hungary*
Shaun Budka *Network World*
Wilbert de Vries *IDG Netherlands*
Volkert Deen *IDG Netherlands*
Dan Timberlake *IDC U.K.*
Greg Fox *GamePro*
Alexander Stuart *IDC*
Jun Chen *IDC*
Ken Wilson *IDC*

1
Betty Pan *IDG Hong Kong*
Jennifer Campia *IDG*
Jürgen Bossmann *IDG Germany*
Chris Drake *IDC U.K.*
Connie Chng *Computerworld Singapore*
Louis Chua *Computerworld Singapore*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 23

cable for ad partners. Therefore, we have many ways to build up contacts and hear their opinions. If a reader finds his opinion printed or his advice followed he feels as though the title is his own. Getting this kind of reader or advertiser feedback guides us in setting up events, launching new products and trying other ideas as well.

This holds a challenge on the other hand: with just one mistake we can lose one or two key partners, and this may influence the revenue stream significantly. Also, it is quite easy to lose a very high percentage of readers unless editorial quality keeps to a high standard and meets the satisfaction of readers and partners. Therefore, our key strategy is not depending on few advertisers but on the whole industry. And we strive to make our magazines appealing for the new young generation of people in IT. They are the main focus, no matter if they are readers, advertisers, conference partners or even headhunters. WU

New address for IDC Vietnam and IDG World Expo (Asia) Vietnam

IDG World Expo/Vietnam and IDC Vietnam have relocated to the following address:

Suite 2.6B, E-Town,
364 Cong Hoa Street, Tan Binh District,
Ho Chi Minh City, Vietnam

New phone and fax numbers are:
tel: +84 8 812 0061-5
fax: +84 8 812 0060

celebrating 10!

Name
Kimberly Brinson

Home
Belmont, Calif.

Joined PC World
April 1992 as Research Editor

Career path
I began as a freelance copy editor at *PC World* in 1991. The following year I became *PC World*'s first full-time fact checker. In 1993, I was a full-time copy editor for *PC World*, then became copy chief and eventually managing editor of *Multimedia World*. In 1996, I moved to PCWorld.com as managing editor. In 1997, I returned to *PC World* magazine as copy chief and eventually assistant managing editor. I became managing editor of *PC World* in 2000.

What the job involves
I coordinate the editorial development and production of the magazine and implement procedures to make sure the magazine is published in a timely manner.

Best part of your job
There are so many best parts! Among them: the satisfaction of seeing the new issue as soon as it's published, helping the many components of an article come together to tell a story that's coherent and useful, and witnessing the magic that our copy editors perform on a daily basis — along with the fact that the office is in San Francisco!

Memorable moment at work?
I once called a public relations person to get some information, and after I identified myself as calling from *PC World*, she exclaimed, "Oh! I love Sea World!"

I joined IDG because
A friend was enthralled with *Macworld* and had tried to get a job there. After each interview she came back singing the praises of IDG. She ultimately found a position elsewhere, but her enthusiasm about IDG and its publications stuck with me, so when an opportunity arose to interview at PC World, I jumped at the chance.

What's kept you at IDG for 10 years?
The mailroom, the HR department, the IS department, Operations, the enthusiastic and supportive bosses I've had over the years, and the chance to work with astonishingly talented and inspiring people.

*IDG Chairman **Pat McGovern** recently escorted PC World's **Kimberly Brinson** to dinner in honor of her 10 years of service to the company.*

Best piece of advice you've ever received?
Hire people who are smarter than you are (in my case, never a problem).

Person from whom you've learned the most about leadership?
[Renowned UCLA basketball coach] John Wooden

Most rewarding thing you've ever done?
Marrying my husband, Raymond.

What talent do you wish you had?
I've always wished I could slam-dunk a basketball on a regulation-height basket.

Dream destination
Nevis [a Caribbean island].

Fantasy job
Restaurant critic

Manager's profile
"I first ran into Kim nearly a decade ago when she was at *Multimedia World*, and it's been a joy to know her and work with her for all these years. She's incredibly talented, organized and funny, and has a boundless supply of sunny California good cheer even in times of stress. All of which makes her the rare managing editor who can make a magazine happen every month (and, more recently, a Web site happen every day) without making a single enemy."

— Harry McCracken, editor, PC World

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Ingrid Breitenberger *Computerwoche*
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Tam Le *IDC/World Expo Vietnam*
Michael Shirer *IDC*
Gigi Wang *IDC*

IDG **World**Update

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG **World**Update

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WWW.IDGWORLDUPDATE.COM

Third U.S. Bio-ITWorld event coincides with industry milestones

Wednesday, March 26
11:30 am - 5:00 pm
March 27

IDG WORLD UPDATE

IDG World Expo staff on site at the recent Bio-IT World Conference & Expo included (back row, l-r): ***Susanne Gurman****, marketing coordinator;* ***Robert Ricchi****, conference manager;* ***Donna Moschella****, vice president, finance;* ***Brooke Selby****, director of public relations;* ***Traci Zimmerman****, operations coordinator; and* ***Rob Scheschareg****, vice president, sales, marketing & product development. Middle row, l-r:* ***Debbie Diodati****, registration manager;* ***Beth Wickenhiser****, senior public relations coordinator;* ***Dan Wiseman****, marketing manager. Front row:* ***Nora Risti****, operations manager.*

April marks both the 50th anniversary of Watson's and Crick's publication of the double helix structure of DNA and the anticipated completion of the entire human genome sequence. In the shadow of these looming milestones, IDG World Expo staged the third U.S. Bio-ITWorld Conference & Expo, attracting almost 4,300 life sciences and IT professionals to Boston's Hynes Convention Center March 25-27.

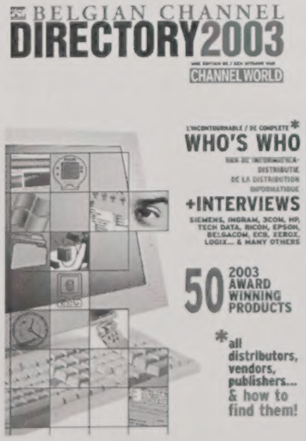
IDG World Expo readies new show for portable power industry. See page 4.

The event, which focuses on the integration and use of information technologies across all life sciences discovery and development processes, provided an in-depth conference program that kicked off with two, half-day, standing-room-only scientific symposia. The Post-Genomic Frontiers Symposium featured five prominent scientists who illustrated how knowledge of the genome and a stream of new technology is being applied in fields such as pharmacogenomics, proteomics, chemical biology and systems biology. The second forum, the E-Clinical Trials Symposium, featured scientists discussing the technologies that are enabling a better understanding of health and disease.

"While we have focused a great deal of attention on creating a top-notch educational component at

continued on page 5

Belgian licensee expands channel presence with directory, awards


BELGIAN CHANNEL
DIRECTORY2003
CHANNEL WORLD

WHO'S WHO
DISTRIBUTIE
DE LA DISTRIBUTION

+INTERVIEWS
SIEMENS, INGRAM, 3COM, HP, TECH DATA, RICOH, EPSON, BELGACOM, ECB, XEROX, LOGIX... & MANY OTHERS

50 2003 AWARD WINNING PRODUCTS

*all distributors, vendors, publishers... & how to find them!

The first Belgian Channel Directory was a profitable venture, with 30 pages of ads and content in French, Dutch and English.

Last June, IDG's Belgian licensee Best of Publishing stepped into that country's channel publication void with a modest 16-page supplement within *PC World*. Less than a year later, the supplement — now a 32-page monthly — and a weekly e-mail newsletter are flourishing, and the company capped its almost-first anniversary by launching a Channel World directory and the first Channel World Awards dinner earlier this month.

With a castle outside Antwerp as the elegant backdrop, 320 people representing top-tier resellers, distributors and vendors such as Tech Data, Ingram Micro, IBM, Microsoft, HP, Sony, Canon, Toshiba, Brother, Lexmark and Xerox attended the Channel World Awards celebration. The event was profitable thanks to sponsors, as well as table sales at 125 Euro (US$135) per person. While primarily a networking event, the program also included a demonstration room for the more than a dozen sponsors that wanted to showcase products.

During the presentation of the Channel Awards, which were determined by more than 300 *Channel World* readers voting in an online poll, Tech Data walked off with three awrds, Ingram Micro garnered two, and two local companies won one award each. One of the evening's major sponsors, Fujitsu Siemens Computer, presented its own award to its fastest-growing reseller.

Attendees received the first *Belgian Channel Directory*, a 140-page hardcover volume with content in French, Dutch and English, which reflects the multi-

continued on page 2

Channel

continued from page 1

Channel World Publisher **Jean-Paul De Clerk** (left) reads the accolades for winner Ingram Belgium as the company's CEO holds the award.

lingual environment in which the Belgian market operates. The book includes a general overview and forecasts for the information and communications technology (ICT) market, interviews with 20 prominent people in the Belgian channel industry, data on each segment of the market (mainly provided by IDC) and a complete listing of companies, their product lines, and executives' contact information.

Thirty pages of advertising made the book a profitable venture. Companies could purchase double-page ads consisting of one ad page and a facing page advertorial about their products and services. Best of Publishing plans to produce the book annually. The print run was 5,000 copies; books were distributed to awards event sponsors and *Channel World*'s primary advertisers, while additional copies will be given to resellers that provided contact and company information that will enrich *Channel World*'s database.

"We received a lot of mail afterward congratulating us, because there was a big need for such a neutral event that united all the channel players," said Channel World Publisher **Jean-Paul De Clerck**. The last similar event was five years ago, organized by VNU in conjunction with *PC Dealer*, a publication that folded in 2000. "Our goal was to bring the industry together, make *Channel World* the standard for resellers in this country, and launch a good channel book, thus convincing those that didn't advertise or sponsor this year that they should do so next year." The plan worked: right after the event Best of Publishing had 30 appointments with companies that wanted to "talk business."

For more information contact Jean-Paul De Clerck at jp@best.de.

Channel World then and now

Channel World is a 32-page monthly publication bundled with *PC World Belgium* and has a 50/50 ad/edit ratio. It began as a controlled circulation publication to the 4,000 or so resellers in Belgium and now goes to more than 5,500 individuals. The magazine has two versions, one for French-speaking readers (about 40% of the circulation) and one for Dutch speakers. Publisher **Jean-Paul De Clerck** said the company is considering moving to a partly paid model later this year that would include free distribution to top resellers, subscriptions for others, and paid access to an upcoming Web site focused on channel news.

When *Channel World* was preparing to launch, the Belgian market had not had a channel title since VNU's *PC Dealer* folded in 2000. *Channel World* got a fast start by signing one-year sponsorship packages with Computer Associates, Ricoh and local distributor ECB. The packages include a mix of print ads, advertorials, and e-newsletter sponsorship for Channel World News, a free weekly e-mail newsletter with 4,500 subscribers; shorter-term packages are available as well. Now that the *Belgian Channel Directory* is a viable product, that is also being used as a hook to increase the value of sponsorship packages.

Channel World Awards attendees receive personalized souvenirs

Every attendee at the Channel World Awards event received a souvenir page of with his or her photo on it with the heading "ICT Manager of the Year." (*Channel World Belgium* is published monthly and bundled with *PCW Belgium*.) Organizers contracted with an outside firm that brought in several high-res color printers and set up a mini photo studio at the awards site. The photos were taken as attendees checked in, and the page was printed and ready for attendees to pick up later in the evening. "They loved seeing their face on the cover, and we love to think of the cover of our magazine hanging somewhere in their office," said Publisher **Jean-Paul De Clerck**. "What better advertising can you have?"

(Above) Two attendees check their likenesses. (Right): Covers await pickup.

one on one *the interview*

Nancy Percival
The director of recruitment advertising, sales and marketing at IT Careers is this week's columnist. Reach her at nancy_percival@itcareers.net.

IT Careers at-a-glance

Formerly known as IDG Recruitment Solutions and based in San Mateo, Calif., since 1999, IT Careers now shares office space with Computerworld at its 500 Old Connecticut Path office in Framingham, Mass.

In addition to Director of Recruitment Advertising, Sales and Marketing **Nancy Percival**, the team includes:
Deanne Holzer, regional manager, East
Andrew Haney, account executive, East
Laura Wilkinson, regional manager, Midwest/West
Mark Dawson, account executive, Midwest/West
Joanna Schumann, sales & marketing associate

Q What is IT Careers?

A IT Careers is a centralized sales group dedicated to selling recruitment advertising into the three U.S. weekly enterprise management group (EMG) publications: *Computerworld*, *InfoWorld* and *Network World*. The IT Careers section in the back of each of these three publications contains ads from companies that are looking to hire IT professionals or to build a positive image for their organizations by running pure image ads. We work closely with clients in both user and vendor companies in all vertical industries including government and academia. Every type of organization is a potential client for us, which gives us unlimited sales opportunities. Many of our biggest advertisers are companies within the insurance and retail sectors. We anchor the section by running freelance-written editorial that ranges from careers in government to top 10 IT careers in the U.S.

In addition to selling the print component, we also have a web site, Itcareers.com, that is focused on the job seeker looking to find a career opportunity through our jobs database and the employer that wants to reach these job seekers online. Since most online recruiting is done at a low price point, we can offer low-cost integrated packages that deliver online for the immediate response and print for the branding and image purposes that companies still need to do.

Q Is the "new" IT Careers different in any significant way from the "old" IT Careers?

A IT Careers has been reorganized into a smaller, more efficient sales group. Since coming on board late November 2002, we have re-evaluated our product offerings and external partnerships, and I have made some significant changes to focus on our core products or products that are complementary to ours. For example, we recently launched a partnership with *The Wall Street Journal's* careerjournal.com. All three EMG sites, as well as CIO.com and Itcareers.com, outsourced their jobs databases to CareerJournal. This is a significant partnership because it immediately eliminates the expense of operating and managing our own job database while increasing our revenue from all postings and corporate memberships that we sell into this shared database. Equally important is being associated with WSJ's careerjournal.com, which is a highly regarded and successful online product. This now enables us to be more competitive with many other general sites such as monster.com and hotjobs.com.

Q You mention core products: what other products does IT Careers offer its customers?

A With IT recruiting at a low point right now, we have spent much of our time identifying many hot areas that allow us to continue to serve our customer base. One area that we have explored and will introduce in an upcoming bannered section within our IT Careers section later this month is "IT Education and Training." With the continued downsizing in the marketplace, many professionals are refining their IT skills in the hopes of finding new employment opportunities. We are targeting e-learning institutions as well as colleges and universities that offer long-distance learning. We have high hopes that this will be a good revenue source for us.

Another hot area is diversity in the workplace. We know that many of the ad budgets formerly used for general recruiting are now being reallocated to identify diverse candidates who possess the right mixture of IT skills. We have been running editorial on diversity topics and soon plan on publishing a custom piece on diversity in IT. To remain even closer to these organizations, we are about to enter into a partnership with a diversity events provider that will allow us to have a presence and show distribution at nine of their major diversity recruiting events around the country. This partnership, which we hope to sign this month, will benefit us by helping to increase our print and online sales.

Q Why are recruitment ads important for our enterprise pubs?

A Recruitment advertising is quite important to the EMG publications because it represents an additional revenue stream. In better times, recruitment advertising serves as a barometer to the vitality of a publication and the market it serves. We do not compete for recruitment ad space with other IT trade publications so our readers are trained to look and expect to see weekly recruitment ads in our publications. In fact, I receive countless phone calls on a weekly basis from readers wanting more information on career opportunities and many times offering feedback and comments on our editorial articles. Readers of all three publications actively peruse the recruitment sections to find out what companies are hiring and what skills are in demand. *Computerworld* has been running recruitment ads for more than 35 years and in fact, Robert Half was the very first recruitment advertiser. I'm happy to say they still run with the publication!

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Various criteria used to assess event potential

There is no one formula for identifying industry segments that are ripe for a show of their own, according to IDG World Expo Business Development Manager **Lauren Davis**. Inspiration comes from many sources. "First, of course, there is the traditional channel of research and development, which includes staying on top of IDC research on emerging markets," Davis said. "But we also identify potential areas by talking to attendees and exhibitors at our current shows, talking to folks throughout IDG, and sometimes staff right here at World Expo are our best resource," she added.

When evaluating the potential of a particular IT market segment for a show, Davis said staff uses a number of criteria including:

- **Unique selling proposition**. Can we clearly outline the unique need this event will meet?
- **Attendee profile**. We want to be clear on exactly who we are targeting, title and type of company.
- **Attendee universe**. How many of these people are out there?
- **Exhibitor profile**. What types of organizations should be targeted and which are the bellwether companies?
- **Exhibitor universe**. How many of these companies are out there?
- **Competitive analysis**. We take a close look at any potential competition.
- **Industry outlook**. What is the potential growth of the marketplace for the future?
- **Price point**. How much can we charge both on the attendee and the exhibitor side?

New World Expo event focuses on powering wireless devices

IDG World Expo is expanding its event lineup with the addition of Portable Power Conference & Expo. Set to debut Sept. 21-23 at San Francisco's Moscone Center, the event focuses on the various technologies that power wireless communications and portable computing.

IDG World Expo, along with conference partner TIAX, have signed Texas Instruments as the event's Cornerstone Sponsor. Media sponsors include: *Portable Design*, *The Battery Man* and *Battery Power Products & Technology*. A technical advisory group, whose job it is to ensure that Portable Power Conference & Expo focuses on the most important innovations, standards, market challenges and strategies in the portable power marketplace, comprises representatives from: TIAX, Hewlett-Packard, Texas Instruments, Motorola, IIT, Acer America, Power Strategies, Sanyo, IP Action Partners and *Portable Design* magazine.

The event has its roots in a decade-old show called Power, managed by Giga Information Group. Seeking a new direction for the show, the Power advisory board approached IDG World Expo to explore its interest in launching a similar event for the fast-growing industry. "So, although Portable Power Conference & Expo is a new show, we are launching with the benefit of a strong partner and industry backing right out of the gate," explained Business Development Manager **Lauren Davis**. "This translates into a strategic market advantage and a greater likelihood for a successful launch."

According to Davis, potential exhibitors include battery designers, developers and manufacturers; power source (batteries, fuel cells, solar cells) suppliers and systems (chargers, test equipment) providers; software developers and makers of electronic components and passive components.

"As portable electronic devices become increasingly complex and feature-rich, power supply becomes a critical factor. Users want maximum functionality without the frustrations of substandard battery performance," Davis said. "Portable Power will address the challenges of delivering multimedia, innovative power technologies and the future of mobile computing."

For more information, visit www.portablepowerconference.com or contact **Brooke Selby** at 508-424-4808 or brooke_selby@idg.com.

IDG World Expo maintains quality while reining in expenses

Like IDG business units the world over, IDG World Expo has been forced to keep close tabs on expenses during the economic downturn of the past 18 months. And while the company has done a number of things to keep costs down — from changing printers for collateral materials to scrutinizing catering orders during their events — there are some areas that remain off limits to compromise.

"It's a matter of determining where your priorities lie," said IDG World Expo Director of Public Relations **Brooke Selby**. "At World Expo, we need to ensure that our events meet or exceed the expectations of exhibitors, attendees and faculty. While we continuously look to increase efficiencies within our events, we won't compromise on the quality of our educational program, the networking opportunities we provide and the event's look and feel."

Selby did note that the company has been able to realize savings in several other areas, however. For example:

- **Pre-show marketing.** In addition to contracting with a new printer and negotiating lower rates, the company has chosen to print less marketing collateral, steering people instead to the web for more detailed information. Also, email marketing saves money and has been yielding greater results than collateral-based marketing.
- **Relying on in-house assistance** rather than hiring temporary workers during the event. Volunteers from other event teams (LinuxWorld, Macworld, etc.) helped staff various areas at the recent Bio-ITWorld including the media center, registration counters and the speaker office. "Over the course of several 10-hour days, the cost of hiring temporary workers can really add up," Selby noted.
- **Simplifying the catering menu.** IDG World Expo kept its catering orders fairly modest, staying with more basic, lower-priced selections — especially in the media center and the show management office. "Sandwiches, pizza and salad might not be fancy, but there was not a single complaint — just a lot of happy, well-fed people."
- **Introducing wireless Internet access**, which was available to exhibitors, attendees, speakers and media at Bio-ITWorld. This option was more cost-effective than traditional cabling and also provided the added bonus of presenting World Expo in a more forward-thinking way.
- **Negotiating an excellent parking rate for staffers.** IDG World Expo Housing and Travel Manager **Rosemary Kelly** was able to arrange for staff to park at a nearby hotel for one-third of the going rate for daily Boston parking. "When the economy hits the skids, not much is off-limits when it comes to negotiation."
- **Reworking of floor space** to accommodate special programs such as the Technology Showcase, Awards ceremony, receptions, etc., to eliminate the need to rent additional space for these programs.

Bio-ITWorld

continued from page 1

Bio-ITWorld Conference & Expo, we were nevertheless pleasantly surprised at the popularity of these two offerings, which were new to this year's event," said **Darrell Baker**, IDG World Expo vice president, Event Services.

*Bio•IT World Executive Editor **John Russell** (left) and Special Projects Editor **Tony Strattner** (right) stand with representatives from AnVil Inc., winners of a Best of Show Award.*

Over the course of the three days, attendees could choose from among more than three dozen educational sessions covering key issues and challenges faced by life sciences and IT professionals. Keynote addresses were delivered by Dr. Francis Collins, director of the National Human Genome Research Institute at the National Institutes of Health; Dr. Caroline Kovac, general manager of IBM Life Sciences; and Dr. Stephen Friend, president of Rosetta Inpharmatics and VP of Molecular Profliing at Merck & Co. **Debra Goldfarb**, group VP of Worldwide Systems and Life Sciences Research at IDC, delivered a feature presentation examining the influence that the convergence of IT and the bioscience market will have on the business of drug discovery.

*IDG World Expo VP/Sales, Marketing & Product Development **Rob Scheschareg** addresses attendees at the recent Bio-IT World Conference & Expo.*

The exhibit floor featured products and services from nearly 80 companies displaying technology solutions to help speed life sciences research and development. Among the key players represented were Avaki, EMC, Hewlett-Packard, IBM, Linux Networx, LION bioscience, Network Appliance, NuGenesis Technologies and Platform Computing.

The event also featured the third iteration of the Bio-ITWorld Venture Summit, a day-long program sponsored by Ernst & Young and IDG Ventures designed to spotlight the venture capital landscape for the bio-IT marketplace and showcase promising bio-IT enterprises in search of funding.

In addition, the Bio-ITWorld Best of Show Awards, which debuted last year at Bio-ITWorld Conference & Expo/San Diego, made their Boston debut last month. Presented by *Bio•IT World* magazine, the awards recognized exceptional bio-IT innovations and were presented to Avaki Corp., AnVil and NuGenesis Technologies in a ceremony during the expo.

The next Bio-ITWorld Conference & Expo is scheduled for March 30-April 1, 2004, in Boston. For more information, contact IDG World Expo Public Relations Director **Brooke Selby** at brooke_selby@idg.com.

Bio•IT World passes BPA audit within first year

In just over a year, *Bio•IT World* has achieved something many publications rarely do in their entire lifespan — a 100% direct request among its subscriber base, according to a BPA International audit. This means that subscription orders came from potential subscribers who specifically requested *Bio•IT World.*

A publication "having a qualified circulation file of 100% 'personal direct request from the recipient' is obviously more desirable to an advertiser because they know that the subscriber wants the magazine and will therefore read it," said **Debbie Walsh**, *Bio•IT World* director of audience development.

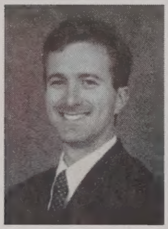
Of the three publications considered *Bio•IT World*'s competitors in the Science/Research and Development category, none have reported a circulation of 100% one-year direct request, according to Walsh. "*Genetic Engineering News*, which has been published since 1997 reports only 63% of their total qualified as one-year direct request." The remaining 37% are two- and three-year names, which are less desirable to potential advertisers because a publication shows less recent contact with those subscribers, who may have moved.

Walsh said 25,000 qualified one-year direct-request subscribers received *Bio•IT World*'s premiere issue. She credited "great teamwork – from editorial to marketing to corporate support" to their success. "*Bio•IT World* embraced a market opportunity, and in doing so has raised the bar for all the other publications within this market segment," she said.

noteworthy people

Rogers

Villate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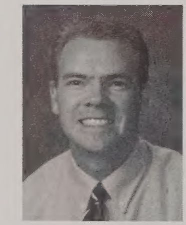
Long

Valencia

ALFREDO CURIEL

Promotions

Sandra Rogers, previously a research manager in IDC's Application Development and Deployment (AD&D) group, has been promoted to program director. "When Sandy joined AD&D in late 2001, her initial role was in building a foundation for demand-side research activities," said Group Vice President, Application Development and Deployment **Stephen Hendrick**. "Her efforts have been instrumental in helping AD&D, the Software Research Group and IDC evolve the way in which we do demand-side research. However, more visible aspects of Sandy's research and business development activities are reflected in the Web Services Software program that she now oversees and her continuing contributions to application integration research"

IDC Latin America's **Ricardo Villate**, formerly senior analyst, Server Research, has been promoted to program manager, Enterprise Systems & Storage. "Ricardo is well respected in the industry, and he is trusted to deliver above and beyond expectations every time internally and with clients," said Director, Hardware Research **Alexandra Martinez**. "Ricardo's experience while at IDC LA as well as his background in a business-user environment and experience in-country, and his understanding of enterprises infrastructure and superb relationships with managers in these areas within many client accounts, make him the ideal candidate to lead the Enterprise Systems & Storage group."

IDC Latin America Senior Analyst/PC Research **Jay Gumbiner** has been promoted to program manager, Consumer & Commercial Devices. He now oversees all Latin America research for PCs, Printers, Multifunction Peripherals and Handheld Devices on a quarterly basis as well as any related consulting in these areas. "Jay led IDC's LA PC research for almost three years, becoming the go-to analyst for press and clients alike," said Director, Hardware Research Alexandra Martinez. "He has presented numerous times in a variety of settings and audience sizes. Jay also led the first internal research to poll clients on the PC service resulting in actionable items that have been reshaping the process and deliverables to meet clients' needs."

IDC Latin America Consultant **Dan Long** has been promoted to senior consultant. "Dan's dedication, resourcefulness and professionalism have been instrumental in IDC Latin America's ability to maintain high client satisfaction and project profitability," said Consulting Director **Lisa Fels Echavarria**. "He is a highly efficient project manager, capable of managing multiple regional consulting projects simultaneously and with very limited supervision. Largely due to Dan's project management skills, most of the consulting engagements he is involved in are delivered ahead of schedule and clients continually express their appreciation for the high value that Dan brings to consulting engagements."

Also at IDC Latin America, **Filomena Cherta** has been promoted to account executive. "Mena has been making numerous contributions to IDC Latin America in the areas of Sales and Customer Service for the past three years," said Vice President/ Sales **Daniel Cardamone**. "She is the 'go-to market solution' for practically every internal and external question we face on a daily basis. Amazingly enough, Mena handles all the stress in stride, laughing throughout the day and celebrating every moment with cheer and good will."

New employees

Computerworld welcomes Sales Associate **Kathy Snow**. She most recently worked at Empirix as a PR and marketing intern. Kathy has a bachelor's degree in business administration from Northeastern University in Boston with a concentration in marketing and a minor in international affairs.

Joshua Duhl has joined IDC's Software Research Group in Framingham, Mass., as research director, Rich Media Asset Management. He was most recently president of Stillpoint Consulting. Joshua has a B.S. in computer science from Haverford College in Haverford, Pa., and enjoys sailing as well as playing and coaching soccer.

IDC Mexico has hired **Nora Valencia** as marketing and events manager. She previously worked for Pearson Education as marketing manager for Mexico, Central America and the Caribbean and now will be developing, managing and executing IDC Mexico's conferences and custom events, as well as supporting its marketing and PR promotions. She holds a Global M.B.A. for Latin America from Thunderbird, the American Graduate School of International Management, in Glendale, Ariz. Outside the office she enjoys Tae-bo, reading and spending time with friends.

Pete Babb joins IDG Games Media as a copy editor for *Code Vault* and *GamePro* magazines. He was previously an associate editor at ZDNet's Anchordesk, editing daily news content for the web site and electronic newsletters. He graduated from the University of North Carolina/Greensboro with a B.A. in English. A DJ and record collector, away from the office he can usually be found "buying records, playing records, mixing records, attempting to make records or thinking about records." He is also freelance music writer and recently had his first cover story published, an article on rapper KRS-One for *XLR8R* magazine.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15

Kirk Campbell *IDC*
Gabriele Arioli *IDG Italy*
Rick Pastore *CXO Media*

13

Ken Xie *IDC China*
M. Rosa Rodriguez *IDG Spain*

12

Chip Zaborowski *IDG Global Solutions*

11

Christopher Willard *IDC*
Derek Slater *CXO Media*

9

Fredrik Agrén *IDG Sweden*
Judith Johnson *IDG New Zealand*
Patricia Peng *Computerworld Singapore*

8

Henry Morris *IDC*
Lucy Docherty *IDC U.K.*

7

Satoshi Yoshida *IDG Japan*

6

Dawnett Gordon *IDG U.K.*
Natale Russo *IDG Games Media Group*
Paolo Lombardi *IDG Italy*
Katarina Strömberg *IDG Sweden*
Yoshiko Mimura *IDG Japan*
Sumner Lemon *IDG News Service*

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Daniel Cardamone *IDC*
Ulf Lindholm *IDG Sweden*
Joanna Wozniak *IDG Sweden*
Gerard Norsa *IDG Australia*
Waltraud Wagner *IDG Germany*
Daniel Behrens *IDG Germany*
Cheryl Quinn *IT World Canada*

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John Fontana *Network World*
Maro Eremyan *Network World*
Newt Bailey *PC World*

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Jason Spaulding *IDC*
Sean Molloy *IDG Games Media Group*
Elsie Travaglini *IDG*
Margherita Bertoncelli *IDG Italy*
Bill Cappel *Mac Publishing*
Jennifer Orr *Mac Publishing*
Sandra Rossi *IDG Australia*
Brian Sullivan *Computerworld*
Manuela Eue *IDG Germany*
Robert Seitz *IDG Germany*
Justin Khaksar *IDG Global Solutions*
Tina Pang *Computerworld Singapore*
Anthony Strattner *Bio•IT World*
Jennifer Bobrin *IDG World Expo*
Kim Forrest *CXO Media*

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Erika Blake *IDC*
Willis North *IDC*
Gregory Ireland *IDC*
Sandra Kowalski *IDC*
May Khoo *IDC Malaysia*
Benny Eklund *IDG Sweden*
Daniel Newman *IDC Japan*
Chad Dickerson *InfoWorld*
James Weir *IDC U.K.*
Dylan DiGregorio *CXO Media*

1

Timothy Crowley *IDC Hong Kong*
Cecilia Wong *IDG Hong Kong*
Betty Pan *IDG Hong Kong*
Sean O'Hara *IDG Global Solutions U.K.*
Julie Finney *IDC U.K.*
Claudia Lonardi *IDC U.K.*
Dina Corcoran *IDG List Services*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

what's working

Newsstand buyers choose *PC-WELT* version that suits their needs

PC WELT
NEU!
PC-WELT POCKET
1€
jetzt testen!
Tschüss, Brennprobleme!
Verbotene Utilities
DVD komplett
Alle wollen DSL
Gib Viren keine Chance

An early edition of a PC-WELT pocket-size magazine.

PC-WELT in Germany has introduced three different newsstand options for readers that have identical content but differ in the cover mount and size of the publication. Besides the regular A4-format magazine that always includes a CD covermount, the pocket-size edition and the DVD edition are both selling well.

The pocket-size edition, which rolled out last April, is an A5 format, approximately 8.5 inches by 6 inches. Unlike the regular *PC-WELT*, the low-priced pocket-size issue does not have a CD. The initial price of 1 Euro (US$1.10) has been increased to 1.99 Euros ($2.15), with circulation between 40,000 and 50,000 (i.e., no higher than 10% of the total sold circulation.) "Reader feedback for this monthly is great," said *PC-WELT* Publisher **Stephan Scherzer**. "We´ve reached new readers without cannibalizing our main format."

Ten months ago the staff targeted a new group of users who have great demand for software, and introduced the quarterly *PC-WELT* DVD-Edition (6.50 Euros [$7], sold circulation between 45,000 and 65,000).

One on One

continued from page 3

Since we sell into all three publications, our rates are set to encourage a three-book buy. Before changing our rate structure, we thoroughly researched our competitors' (major market newspapers) rate cards making sure we were in the same ballpark, and we are. Unlike ROP advertisers that run modular size ads, our advertisers can run virtually any size as long as they meet our minimum size requirement. Our published rates are less than published ROP rates at all three of the publications, although as with all of the publications, we have to negotiate our rate with the client for the business.

Q Can you give me a brief overview of how the section actually gets put together?

A Since returning to *Computerworld*'s office in Framingham, IT Careers shares many resources with the publication. For example, *CW*'s production department fully absorbed the recruitment ad layout for each EMG publication every week. They send the layout to each publication and in some cases directly to their printers. As you can imagine, it is challenging to do a layout for three pubs while working on such tight weekly deadlines. Prior to 2000, the same production team handled *CW*'s entire recruitment ad placement, so we are fortunate to work with professionals who are very accommodating and knowledgeable about the recruitment business. WU

off line for fun

dithering feathering tweening ripper wavelet PKZIP tar

scatternet bloatware link farming choke packet vortal bubblesort

Define IT

InfoWorld's **Scott Tyler Shafer** submitted the winning wacky definition for "bloatware":

> "The utensils used to eat an inflated pufferfish."

Scott will receive a $50 American Express gift check. Another $50 AMEX check awaits the creative author of the funniest fake definition for this week's IT phrase:

scatternet

Send your entries to world_update@idg.com by **May 13**.

unpack DAM Qubit BLOB trigger big-ender zombie leaf heap kludge

DoCoMo bump mapping Web clipping memory effect

style rules!

IDG News Service News Editor ***Nancy Weil****, (a.k.a. the Style Goddess) keeps News Service staff on their journalistic toes with periodic updates about important style and grammar considerations. Below are some recent highlights. Note: these are selected for general usefulness and interest. Some points of style may not be applicable outside the U.S.*

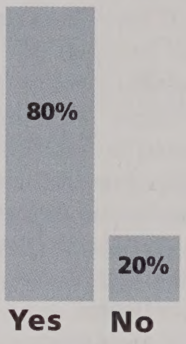
So-called rule: Referring to something as *so called* suggests that the something is phony or, if a person, incompetent. *The so-called ace pitcher couldn't hit the broad side of a barn.* Therefore, *so called* should be sparingly used. It should also be hyphenated when used as an adjective. In most cases, it is better to simply put the words in quotation marks rather than emphasizing them unduly with *so called.* Also, please note that if there is a justifiable reason to refer to something or someone as *so called* the use of quotation marks around the something or someone become redundant. (Note to all: Your Style Goddess really does not like *so called* at all and so if she is editing a story that contains it, she is likely to take it out and not even tell you.)

Watch that spelling: complimentary/complementary:

- *Compliment* is a noun or verb that suggests praise or an expression of courtesy. *Bob complimented Joe. Joe was flattered by the compliment that he bears a strong resemblance to Twiggy, the waterskiing squirrel.*
- *Complement* is a noun and a verb that means completeness or the process of supplementing something. *The team has a complement of 40 players and five coaches. The baseball cap complements his uniform.*

Question of the week

The vast majority of last week's respondents to the question "Would the current publicity surrounding SARS cause you to rethink any travel you might have planned?" decided to err on the side of caution.



Be sure to log on to www.idgworldupdate.com and vote on this week's question: What's your mouse preference?

Gift cheques on their way to *World Update* survey winners

Thanks to the many readers (a record number!) who responded to the *IDG World Update* online reader survey two weeks ago. **Henrik Sorin** of IDG Sweden and **Diego Macciardi** of IDG Italy will each receive a $50 American Express gift cheque after being chosen in a random drawing. Congratulations, Henrik and Diego!

Coming up

Directions 2003
April 22
Kuala Lumpur
www.idc.com.sg/Events/calendar.htm

Directions 2003
April 24
Singapore
www.idc.com.sg/Events/calendar.htm

CIO Perspectives®
April 27 - 29
Hyatt Regency Coconut Point Resort & Spa
Bonita Springs, Fla.
www.cio.com/conferences

Directions 2003
April 29
Sydney, Australia
www.idc.com.sg/Events/calendar.htm

Network World Global Product Support Center meeting
April 30-May 1
Las Vegas, Nev.
contact: **Nancy Parquette**
nparquette@nww.com

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Doris Hernandez *IDC Latin America*
Teresa Machado *IDC Latin America*
Brooke Selby *IDG World Expo*
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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

✓

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Germany's *PC-WELT* turns 20 and celebrates in style!

See story page 2

***PC World, InfoWorld* and *Macworld* take home Maggie awards**

see page 4

U.S. editor featured speaker at *Computer Sweden* seminar

At a recent *Computer Sweden* breakfast seminar guests enjoyed a beautiful buffet with a side of integration and Web services, the latter served by guest speaker **Maryfran Johnson**, editor-in-chief of *Computerworld* in the U.S.

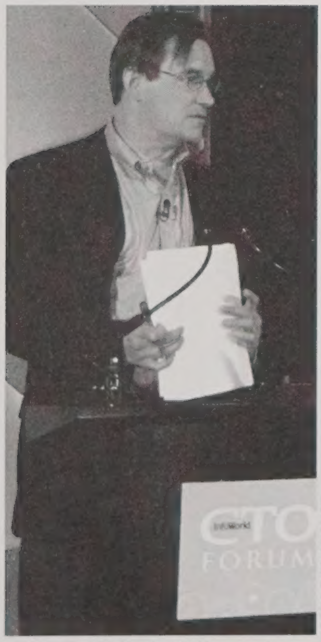
Johnson was asked to speak for several reasons, according to **Magnus Hoij**, the *Computer Sweden* editor responsible for lining up the speakers for the two-year-old series of breakfast seminars for Swedish IT directors and CIO's. "First, journalists are not linked to any vendor or user group," he said. "We asked Maryfran because we are the *Computerworld* brand here in Sweden and follow *Computerworld* very closely. We share the same audience and knew that she would be the right one to address the issues both technically and strategically."

Previous speakers have included IDC analysts, pro-

continued on page 5

*Computer Sweden Editorial Chief **Lars Dahmen** and Computerworld U.S. Editor-in-chief **Maryfran Johnson** at the IDG Sweden office following the breakfast briefing.*

InfoWorld's CTO Forum makes East Coast debut



PETER DOMINGUEZ

*InfoWorld CEO **Kevin McKean** welcomes attendees to InfoWorld's fourth annual CTO Forum.*

InfoWorld
CTO
FORUM
CTO & IT EXECUTIVE CONFERENCE
2003

LESLIE FOX

*InfoWorld's **Mark Jones** (left) moderated a panel discussion focusing on Next Generation Web Services with panelist Adam Cohen, chief developer, Jet Blue; Ameet Patel, CTO, LabMorgan; Kevin Pollari, partner and global lead for Architecture Strategy & Assets, Accenture; and Gene Rogers, chief technologist, Boeing Advanced Space & Launch Systems.*

InfoWorld Media Group brought its fourth annual CTO Forum to the East Coast for the first time for a two-and-a-half-day run at Boston's Copley Plaza Hotel March 31 to April 2. Some 200 senior-level technologists, with overall IT buying authority for their companies, came to explore the critical technology issues facing today's enterprises.

Under the banner "Traction through Technology," the forum comprised keynote addresses from industry leaders such as Rick Carey of Merrill Lynch, the father of grid computing, and Ian Foster and Simon Pugh of MasterCard International. Panel discussions moderated by *InfoWorld* editors included a mix of of both vendors and technology leaders from companies such as Accenture, Fannie Mae, IBM, SAP, Sony, BET Interactive, Xerox and more.

The event focused on a range of topics addressing both theoretical and practical perspectives of issues such as the viability of next-generation Web services, the relationship between identity and security, and the challenges of business process integration. *InfoWorld* staff moderating panels included: **Chad Dickerson**, CTO; **Wayne Rash**, senior contributing editor; **Mark Jones**, executive news editor; **Tom Yager**, technical director, InfoWorld Test Center; and **Jon Udell**, lead analyst, InfoWorld Test Center.

continued on page 5

PC-WELT celebrates 20 years of market domination

PC-WELT's top clients got the royal treatment earlier this year when the German monthly combined its second annual CeBIT-based customer event with an elegant 20th birthday party at an exquisitely renovated nearby castle.

IDG Chairman **Pat McGovern** (center) and several other guests prepare to board their helicopter for the half hour ride to the castle.

Guests, who included VIPs from the publication's top 50 clients, were flown by private helicopters from the trade show grounds in Hannover, Germany to the castle Schloss Wendhausen in Braunschweig, whose stone walls had been draped for the occasion with banners proclaiming *PC-WELT*'s 20th birthday. From the elegant appetizers, gourmet sit-down meal and imported wines and cigars to the towering five-layer cake ablaze with birthday candles and *PC-WELT*'s 20th anniversary logo, guests were treated to an evening where "perfect service" was the goal, according to Marketing Manager **Katja Martin**. "These clients are responsible for a huge percentage of our advertising revenue, and once a year we want to celebrate them and show our appreciation for their business," she said.

PC-WELT
PC-WELT
PC-WELT
PC-WELT

The castle Schloss Wendhausen was draped with long blue banners proclaiming PC-WELT's 20th anniversary.

"The evening provides an excellent forum for our customers to relax and for us to listen to them and to learn more about their needs and business requirements," Martin explained. In addition, she said, "By the end of the evening, we have collected a great deal of useful personal information about our clients like birthdays, hobbies, children and sports they play, and we can use this information to follow up with very one-to-one marketing opportunities."

PC-WELT Editor-in-chief **Jurgen Bruckmeier** (left) presents the PCW^3 Titanium award for Most Innovative Product to Shimon Szmigiel of TrekStor for its USB Stick, a product Bruckmeier called "a brilliant idea."

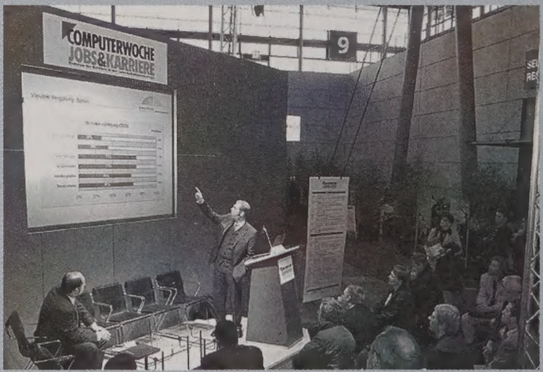
IDG Magazine Verlag Managing Director **York von Heimburg** and *PC-WELT* Publisher **Stephen Scherzer** welcomed guests to the dinner, and IDG Chairman **Pat McGovern** shared highlights from *PC-WELT*'s first 20 years.

The evening also provided the backdrop for the presentation of the top award in a new awards program launched earlier this year. Winners of the PCW^3. Awards (PC-WELT to the third power symbolizing the combined channels of print, online and CD/DVD) were selected by *PC-WELT* readers in 10 innovative categories including Quietest Computer, (Dell Dimension 4550); Monitor Easiest on the Eye (Philips Brilliance 150P 3A); and Coolest Tool (Dvdx 20). An 11th award — Most Innovative Product — was selected by *PC-WELT* editors and presented to TrekStor for its USB Stick during the birthday celebration. WU

CONGRATULATIONS TO
PC-WELT
ON
20 Years
OF
EDITORIAL EXCELLENCE
AND PUBLICATION LEADERSHIP
IN GERMANY!
WITH BEST REGARDS,
PATRICK J. MCGOVERN
CHAIRMAN OF THE BOARD
IDG

IDG Magazine Verlag Managing Director ***York von Heimburg*** *(left) and PC-WELT Publisher* ***Stephen Scherzer*** *show off the plaque presented to the staff by IDG Chairman Pat McGovern in recognition of 20 years of industry-leading publishing.*

Computerwoche organizes annual Careers booth at CeBIT



Since 1998, Computerwoche has organized a Jobs and Careers booth at the CeBIT trade show in Hannover, Germany. Last month, Computerwoche's Careers department joined representatives of 30 paying client companies, ranging from automobile manufacturers BMW and Audi to technology giants Bosch and Siemens, during the eight-day show to offer advice and information for job seekers looking to get into the IT arena. Five to seven presentations were held daily, drawing between 100 and 200 people. Here, Computerwoche Senior Editor ***Hans Königes*** *(seated on stage) and Dirk Ewert (at podium) from the consulting company Towers Perrin present a survey on IT salaries, which drew more than 250 attendees. Koniges said it was important for Computerwoche to offer clients "a new avenue to look for new employees because companies are not investing as much in print job advertising." Computerwoche sponsors a similar booth at the Systems trade show in Munich in October. For more information, contact Hans Königes at hkoeniges@computerwoche.de.*

one on one the interview

Raimon Gort

The managing director of IDG Netherlands is this week's guest columnist. He may be reached at rgort@idg.nl.

IDG Netherlands at-a-glance

Established April 1, 1983

Web site www.idg.nl

Number of employees 105

Consumer titles
Computer!Totaal, Tips&Trucs, Internet Tips&Trucs, ZOOM Magazine, PC Zone, PlayNation, GameQuest, DVD Nation, FlightZone

Business titles
ComputerPartner, CIO, LAN Internetworking Magazine, InfoSecurity Netherlands, Net Professional

Online only brands
WebWereld, Vindex, GameZ

Other
New Media DVD products

Events
CIO Seminar on finance (debut in June);ComputerPartner JaarCongres (Year Convention) expo and conference (second annual event in September)

Most recent accomplishment
The acquisition of HCC Media (*PC Zone, PlayNation, GameQuest, DVD Nation, FlightZone*).

Q Briefly describe the IT market in the Netherlands.

A The Dutch IT market does not differ a lot from other European IT markets. The total IT market in the Netherlands showed a decline of 3.5% in 2002 with the PC market faring the worst with a decline of 10%. But the future looks brighter, according to an IDC Benelux study last month: 2% growth in 2003 followed by an expected 5% growth in 2004.

Q Who are IDG Netherlands' prime competitors, and where does IDG rank?

A The prime competitor in the Netherlands is VNU. Although they are remodeling from a publishing company into a data delivery company — they recently sold all their consumer books and bought AC Nielsen and Nielsen Corp. — they have kept a hold on publishing activities in the IT market. From the reader's perspective, IDG Netherlands is considered the market leader However, from the advertiser's perspective it is still a battle between IDG and VNU, with IDG steadily growing and VNU steadily declining in importance.

Q What's the IT ad market like these days in the Netherlands?

A The overall ad market is shrinking for the third year in a row. The IT, consumer and overall business market are the markets that are having difficulties this year. The total volume of advertising in the consumer segment is down by 15%, and some business markets had a decline of 35% to 40%. Signs are that this will not change this year. But, as small as they are, there are also some signs of improvement. The online ad market is significantly growing with 30% more ad spend in comparison with 2002. We hear in general from customers that online advertising can be measured better, and that it's better to use online advertising for certain lead-generation campaigns.

Q How are you dealing with VNU's price-cutting campaign on ads and subscriptions?

A VNU's price-cutting campaign does have an effect on our business. Our sales team is confronted with competitive offers that show discounts up to 80% for long-term commitments. By further improving our service level and getting even closer to the customer we are trying to find leverage, but in the current market this does not always do the trick. At the same time we are trying to broaden the communication opportunities that we provide to our clients. Custom publishing, setting up custom events and developing new, creative ways to communicate through our publications and sites — such as brand-awareness data, microsites, quick polls on various sites — do make a difference in comparison to VNU.

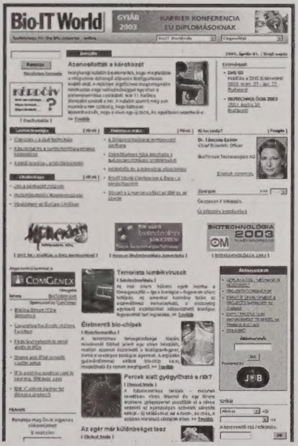
Q How did your ever-expanding partnership with HCC, the world's largest computer club, get started and how do you work together today?

A The partnership started in 1991. At that time IDG Netherlands wasn't leading as we are today, we were the third or fourth publisher in the market. We had two pubs [*PCWorld* and *PCThuis* (*PC Home*)] that couldn't attack the market leader, *PCM*. HCC had problems with their membership magazine. The IDG Netherlands managing director at the time proposed to HCC that the three magazines should merge into one. In doing this IDG added subscribers to the HCC, and IDG got a magazine with a chance to become the market leader due to a big circulation increase. In February 1992 *Computer!Totaal* made its debut, with a paid circulation of 46,000. Today the paid circulation of *Computer!Totaal* is 206,000 issues each month.

Today our collaboration is much more extensive. All our consumer pubs are offered to HCC members as part of their subscription package, giving us the opportunity to launch new magazines such as *ZOOM* [for digital camera and videography users] without big financial risks since there is such a large paid subscriber base from day one. We now are entering into a very interesting phase, because HCC has established a new business plan. In the coming years HCC plans to grow from 206,000 to 450,000 members. To achieve this, HCC believes future growth should come from those people who aren't interested in the PC per se but are only interested in the functions that a PC can offer. IDG Netherlands believes that if we want to remain the No. 1 publisher for the industry, we should be able to address that new audience. Today *Computer!Totaal* is the biggest PC publication in our portfolio and in the Dutch-speaking marketplace. In the very near future we expect, however, that an information source that's easy for a non-technical audience to read or access (no matter if it's print, online or an event) will take over that position, though *Computer!Totaal* will still be a viable publication. Due to our collaboration with HCC we are in the best possible position to enter that market, whilst the financial risks are minimal.

continued on page 7

IDG Hungary launches first biotech site in Central Europe



IDG Hungary has started down the bio-IT product line path, and the company's small initial steps have already marked a big milestone. The first biotechnological-bioinformatics site in Central Europe, http://bioitworld.hu, launched March 15. Most of the content (70%) is translated from IDG's other bioIT sites in the U.S., Australia, Sweden, Denmark and IDG News Service articles and updated daily. Hungarian researchers contribute articles, and there is a worldwide bio IT events calendar and space for local bio-IT-related press releases.

The target groups are twofold. First are scientific institutions that need information about research results, news about bio-IT companies and government policies in the European Union, company acquisitions, etc. The second group is executives at IT companies who want to learn more about the IT needs of biotech and bioinformatics companies.

IDG Hungary Kft.
10 Years

IDG Hungary staff responsible for maintaining the company's bioitworld.hu site include: (back, l-r): Webmasters ***Csaba Varga, Tamás Regõs*** *and* ***Zoltán Kővágó****. Front: Product Manager* ***György Gazdag*** *and Editor* ***Zsófia Elõházi****.*

In the future the site will include a database listing Hungarian bio-IT companies, company contact information and key executives and researchers. Companies would pay US$100 monthly for the privilege of being on the list. There will also be a section in which Hungarian researchers can publish results of their work. The site has an English-language summary similar to CW Szamitastechnika Online (www.szt.hu) that is sponsored by ComGenex, a company with offices in Budapest, San Francisco and Princeton, N.J. A weekly English-language e-newsletter is being planned.

IDG Hungary conducted an online survey earlier this year to assess the needs of the target audiences. A similar questionnaire, this one in print form, will be included with a special bio-IT supplement in *Computerworld Szamitastechnika* on April 29 that will appear in time for a nationwide biotechnology conference set up by the country's Ministry of Education. IDG Hungary plans to make 1,500 copies of the supplement available to conference attendees.

In the coming months IDG Hungary plans to offer a monthly print publication in the form of a PDF available by subscription. Later, a print publication will be considered if there is sufficient demand.

For more details e-mail info@bioitworld.hu.

PC World, InfoWorld, Macworld honored with Maggies

IDG publications brought home four Maggie Awards from the Western Publications Association following a ceremony last week at the Folio: West Show in Los Angeles.

The Maggie Awards honor editorial, design and promotional excellence in magazine and electronic publishing in the Western U.S. There were more than 1,700 entries in this year's competition.

PCWorld.com won for Best Online Publication and, for the third straight year, Best Online Publication Homepage Design. For the second consecutive year, *InfoWorld* won for Best Series of Articles/Trade (July 22, July 29 and Aug. 5, 2002, Special Report: Microsoft Next). *Macworld* won a Maggie for Best Cover/Consumer (July 2002).

For a complete list of winners go to www.wpa.com.

Representing PC World (l-r): ***Pierre Granier****, associate art director, Online;* ***Diego Aguirre****, associate designer, Online;* ***Peggy Watt****, senior editor, News;* ***Bud McLeod****, editor, PCWorld.com and executive editor, News.*

IDG

April 21, 2003

Help Desk Technician (CWI)

The primary duties of the Help Desk Technician will be PC/Mac Support which will include hardware/software support, documentation of problems/solutions, analysis of new technologies, as well as new and used equipment setup and rollout. This individual will take on the role of the primary Help Desk Technician, responsible for supporting approximately 140 Dell PC\Laptops and 40 Macs in a Microsoft network environment. The candidate must be self-motivated and have excellent troubleshooting and organizational skills. As an important representative of the Systems department to the user community, this individual must also possess excellent communication and interpersonal skills. The position requires a minimum of 1 year experience in an end user support roll, and the candidate should have extensive working knowledge of Mac OS 8.5 and above, as well as experience in WindowsXP. Candidate should have experience in Lotus Notes 4.6 as well as the standard Microsoft back office applications such as Word, Excel and PowerPoint. Ideal candidate will have experience in Copy Desk publishing software and should possess the following certifications -A+ and or MCP.

Location: Framingham – MA
Contact: jobs@computerworld.com

Account Executive (IDC)

The Account Executive, Enterprise Financial Major Accounts, is a quota carrying position, representing IDC to the Global Banking Community where we enjoy significant brand recognition. The Account Executive will collaborate with various product groups to determine the best course of action to take with specific clients. Additionally, the Account Executive will be responsible for ensuring customer satisfaction through project management. The primary goal is to develop wider and deeper client relationships that will lead to increased revenue. This position will require approximately 20% travel to include client visits, functions and internal meetings.

A successful Account Executive will be able to work independently while keeping management informed of sales activities and on-going client relationships, must posses a demonstrated record of sales success in a quota carrying environment, ability to conduct themselves professionally in all sales situations, carry 1-3 years of sales experience, preferably within a technology or research firm. Knowledge of Excel is a plus.

Location: Framingham – MA
Contact: G. Lawrence, Fax: 508-935-4432, Email: idc_jobs@idc.com

Financial Insights: Director of Sales, EMEA (IDC)

Financial Insights is seeking to expand its sales efforts in EMEA with a Director of Sales who has been particularly successful selling hardware, software and/or services (e.g., advisory services, consulting services) to "High Street" Banks, Investment Banks, Commercial Banks, Brokerages, Retail Banks, and Venture Capital firms. Solid success selling to the Hardware and Software Vendor community who service the Financial Services marketplace is also very desirable. This position requires an aggressive "hunter" who will have responsibility to acquire financial institutions, vendors and consultancies in Europe, the Middle East and Africa. Strong leadership and management skills and experience is also a must, as this position will evolve over time with sales management responsibilities. The successful candidate will have a proven track record with leverageable relationships and be able to "speak the language" of IT as it pertains to Capital Markets, Corporate Banking and Retail Financial Services.

We seek to fill this position immediately and no later than June 1, 2003.

Location: London – UK
Contact: E. White, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Sales Representative (IDC)

The Sales Representative, Enterprise Major Accounts will provide sales support to the Global Account Manager, Enterprise Major Accounts in prospecting, developing, proposing, and following up with major named accounts. The SR will sell traditional custom research as well as speeches and custom marketing services. This position does not carry an individual quota, but does have an incentive program, which is aligned with the Global Account Manager, Enterprise Major Accounts. Additionally, the SR will be responsible for ensuring customer satisfaction through project management, managing the PO and invoicing process, warm calling on past customers, as well as managing contracts and bookings. While primarily an inside sales position, will require some travel to include client visits and functions and internal meetings.

A successful SR will be able to work independently and to utilize initiative to launch and manage new projects. A self-starter and committed to getting tasks accomplished on their own, the SR must also have the ability to conduct themselves professionally in all sales situations. In addition to general sales skills, must also be proficient in the Microsoft Office suite of software, e-mail, and be able to learn new software programs that are used in managing the sales process. Must have 1-3 years of sales and/or sales support experience, preferably with technology research or custom services.

Location: Mountain View – CA

Contact: I. Juhola, Email: idc_jobs@idc.com

Online Sales Director (IFW)

InfoWorld is seeking an energetic and experienced Online Sales Director to build long-term relationships with InfoWorld's key online advertisers and ad agencies. Representing multiple online products, including ad sales, newsletters, sponsorships, and webcasts, s/he will create and launch new ad sales opportunities for InfoWorld's online advertisers. S/he will manage, develop and motivate a team of regional online sales managers and provide support and expertise to help the print sales reps grow online revenue in their territories. The Online Sales Director will also be responsible for overseeing the sales development of InfoWorld's InfoMarket print section. This position is national and will require travel approximately 25-35% of the time. Additionally, the Online Sales Director will have some direct account ownership.

Requirements include 5+ years of strong online media sales experience, solid knowledge of the IT and online industries, and proven managerial skills. Candidates should be customer-centric, articulate, and have a proven ability to creatively sell an on-line portfolio. Excellent interpersonal and negotiating skills are a must. Senior level agency account side experience would be an added plus.

Location: San Francisco – CA

Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Computer Sweden

continued from page 1

ComputerSweden

Unix har greppet

Windows och Linux hot först om några år

"Jättarna måste ena sig"

TEKNIK

Computerworld Editor-in-chief ***Maryfran Johnson*** *was featured on the cover of a recent Computer Sweden issue in an article following her presentation at a breakfast briefing organized by the publication on Web services. According to Computer Sweden Editor* ***Magnus Hoij****, Johnson received one of the highest ratings -- 4.36 out of a possible 5 -- that any speaker has ever earned at one these sessions.*

fessors, and authors. Johnson was the series' first editor, as well as the first speaker from another IDG publishing unit.

"I spoke to them about the customer perspective on emerging Web services, about what's going on in North American IT, and about how our readers are doing more with less," Johnson said. "They were a very earnest, interactive audience, and they asked great questions. There was a tremendous energy in the room."

"Maryfran's speech was very well-received, and the topic of Web services and integration is very hot in Sweden, "Hoij said. "She did a great job of summarizing the key questions for IT users in this field."

Hoij said the seminars are important to *Computer Sweden*, both economically and as a way to build a closer relationship with the readers of the thrice-weekly publication. Seminar topics derive from special monthly *Computer Sweden* features that garner enough reader and vendor interest to warrant spinning them off into a breakfast meeting, of which there are usually four a year. Previous seminar topics have included storage (twice; once in Stockholm and once in Göteborg, Sweden's second largest city), mobile and wireless, outsourcing and security. The next seminar, tentatively scheduled for May, will be on the government's use of IT, both at the local level and nationally.

"We invite all our subscribers, no one else," Hoij said. The seminars are marketed via *Computer Sweden* house ads, on its web site and through *Computer Sweden*'s electronic newsletters and draw, on average, 200 C-level executives and vendors who are "hoping to learn something and maybe talk to other CIOs," Hoij said. Seminar sponsors are attracted by the chance to make face-to-face contact with potential sales leads — "a very important aspect these days," according to Hoij.

Hoij said that Johnson's talk was not translated into Swedish. "We do not translate anything," he said. "Even if our English is not as good as our Swedish, people in Sweden tend to be pretty good at English in general."

Johnson also spent time on the day of the event with the editors and reporters at *Computer Sweden*, comparing notes on news-gathering, on staying in touch with readers, and on putting out a newsweekly.

"I felt very welcome in their newsroom, and other journalists are always interesting to talk with," Johnson said. "They're such a friendly group and they work so hard, putting out three issues a week on very tight deadlines. There was a real newsroom energy to the place that made me feel right at home."

For more information contact Magnus Hoij at magnus.hoij@idg.se or go to www.idg.se/cs/. WU

CTO Forum

continued from page 1

The New OSI: Bu
Moderator
Chad
CTO, InfoW
Curt
CTO, Pr

InfoWorld CTO ***Chad Dickerson*** *moderating the panel discussion "The New OSI: Business Process Integration."*

"Making the right technology decisions is more important now than ever before, and doing so requires both a deep understanding of technology today and a keen insight into where it is headed tomorrow," said InfoWorld CEO and Editorial Director **Kevin McKean**, who welcomed attendees on the first day. "Our intent at this forum is to take you through a spirited journey through many of today's biggest technology challenges," he said.

During the conference, InfoWorld also held its CTO of the Year awards dinner hosted by Features Editor **Eve Epstein** and McKean. They named John McKinley, formerly at Merrill Lynch, CTO of the Year and Mike Sayers, CTO, Reuters and Dave Moellenhoff, CTO, Salesforce.com runners-up.

Even though the event kick-off coincided with the start of the war in Iraq, there were few attendee or speaker cancellations. The invitation-only event was seen as a success by both attendees and all six sponsoring companies which included Accenture, Fuego, Proficient Networks, Boston University, Flamenco Networks and Keynote Systems, according to **Holly Nissalke**, InfoWorld's vice president of marketing. The three platinum-level sponsors presented case studies to all attendees highlighting real-world implemenations of their product or service solution.

For more information, contact Holly Nissalke at holly_nissalke@infoworld.com.

LESLIE FOX

InfoWorld's ***Mark Jones*** *(left) and* ***Jon Udell*** *(center) wrapped up the conference with an insightful interview discussion with the CEO of Groove Networks, Ray Ozzie.*

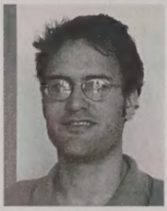
WU

noteworthy people

Utter

Rahal

Richards



IDG WORLD UPDATE

Butterfield

Promotions

IDC Latin America Senior Analyst **Melissa Utter** has been promoted to program manager, IT Services. "During her almost-three-year tenure, Melissa has consistently demonstrated superb analytical skills across several research areas," said Director, Solutions Research **Alex Manfrediz**. "She has developed a strong complement of management skills including excellent analysis (research), client relationships (sales), and genuine mentoring traits (leadership). Melissa embodies the IDC spirit, bringing high integrity, innovation, research quality, a selfless work ethic and efficient and effective project management to her position."

Associate Analyst **Julie Rahal** has been promoted to research analyst for IDC's Content Management and Technologies program. "This promotion acknowledges Julie as a key contributing analyst to the mega IBM eBusiness software quarterly project last year," said. VP, Global Software Product Management **Melita Marks**. "She was also a leading contributor to an important CRM vertical consulting project, and she played a key role in maintaining and designing a new software research database. Julie is extremely responsible and resourceful, and a true problem solver."

New employees

Jennifer Richards has joined CXO Media as senior vice president of Executive Programs. In her new role, Jennifer will champion event development initiatives for the CIO conference series as well as the new CSO Perspectives conference, set to debut in June. Jennifer most recently spent 14 years as vice president of Boston-based Crossroads OSA, a market research, events and strategic consulting firm. As co-founder of that company, Richards established and led the company to profitability, spearheading new conferences and developing special events targeted to high-level groups, including Fortune 500 CEOs, CFOs and CIOs. Jennifer earned a B.A. in history from Ohio Wesleyan University in Delaware, Ohio. An avid sailor and self-avowed beach bum, she lists her non-work-related priorities as "the beach, the water and the beach."

Previously an associate editor on the business products beat at CNET, **Eric Butterfield** is now an associate editor, reviews with *PC World*. He graduated from San Diego (Calif.) State University with a B.A. in English literature and enjoys music, painting and "books of all stripes."

Miami-based IDC Latin America has hired Customer Service Representative **Victor Simko**. He was previously Latin America supply chain leader for Honeywell International Inc. He holds a B.A. in economics from West Virginia Wesleyan College in Buckhannon, W. Va., and recently became a father for the second time.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Check out vacation rentals and other classifieds in Marketplace

The Marketplace section of IDG World Update Online (www.idgworldupdate.com) is a do-it-yourself classified ad forum for employees worldwide. Postings can include for rent, for sale, items wanted, services available, house exchanges and pen pal opportunities for employees' children.

The following vacation rentals were posted recently:

Miami Beach condo.
Ocean views from this 14th floor condo in desirable building on "Millionaires' Row" in Miami Beach, not far from South Beach. Two bedrooms, one-and-a-half baths, full kitchen, laundry on the floor (maid service available), balcony, gym access, Olympic pool, direct private access to adjacent beach. Sleeps six. Monthly $3,200, two weeks $2,400, per day $180; plus 7% tax. Available now! For more information, send an e-mail to miamiview@bellsouth.net, or go to www.home.bellsouth.net/p/PWP-TheView to check photos and details.

Cape Cod cottage
Dennisport, Mass. Three-bedroom ranch house located within walking distance of Nantucket Sound beaches. No major roads to cross! Sleeps six to eight people. Full kitchen and bath; outside shower, good-size yard with deck and plenty of parking. Located minutes away from major Cape Cod attractions. Some prime weeks still available in July and August. Prime weeks $1,200, other weeks $750.

Question of the week

Have scroll, will type. A mouse with a scroll option was the clear favorite of those respondents to last week's question about mouse preferences.

What type of mouse do you prefer?

63% = scroll mouse

21% = trackball

11% = mouse with no scroll

5% = fingertip pad

Be sure to log on to www.idgworldupdate.com for this week's question: What's the closest you've ever come to writing a book? Done it. At work on a manuscript. Have an idea. Hope to one day. Checks are my limit.

Sign up for your World Update PDF!

IDG employees can now choose to receive their weekly issue in a low-res PDF format via e-mail.

To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Penny Winn *IDG World Update*
Valerie Sanclemente *IDG Paper Services*

18

Libby Levinson *IDG World Expo*

17

Norma Tamburrino *Computerworld*

16

Nancy Percival *IT Careers*

11

Chris Christiansen *IDC*

Christiansen

10

Manuela Guerra *IDG Spain*

9

Shawne Burke Pecar *PC World*

8

Lynn Wright *Digit U.K.*
Thomas Copeland *IDC*
Ron Gibson *PC World*
Yuichi Tsujimura *IDG Japan*
Naoyuki Sakai *IDG Japan*
Martina Reger-Völzing *IDG Germany*

5

Amy Fitzgerald *IDG*
Francois Jeanne *IDG France*

4

Peter Short *IDC*
Natasha Tan *IDC Singapore*
Diana Hermes *IDG*
Brian Wood *Network World*
Rayna Meleedy *Computerworld*
Yoshiki Kuwahara *IDG Japan*
Jennifer Malkasian *IDG List Services*

3

Oliver Dell *PC Advisor*
Demetrios Louloudes *IDC*
Lisa Esseen *IDG Sweden*
Kevin McKean *InfoWorld*
James Motch *PC World*
Rafael Sosa *PC World*
Petra Hallstrom *IDG Global Solutions*
Monika Seres *IDG Germany*
Eva Calo *IDG Spain*

Dell

2

Robert Blumstein *IDC*
Hayato Kimura *IDG Japan*
Anna Demetriou *IT World Canada*
Vanessa Brown *IDC U.K.*

1

Mituyuki Tachihara *IDG Japan*
Lina Wang *Computerworld Singapore*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG posts revised military leave policy

IDG has updated its military leave policy, which now provides additional detail regarding the pay, benefits and re-employment rights of U.S. employees who may be called for military service.

The policy, developed in accordance with the Uniformed Services Employment and Reemployment Rights Act, is posted on the IDG Employment Connection Web site (http://hr.idg.com) and on InsideIDC in the People and Education section.

For more details, contact your Human Resources representative.

One on one

continued from page 3

Q Now that *ZOOM* has been on newsstands for about a month, how have sales been? Have you gained commitments from more advertisers?

A I am very pleased with the first forecasted newsstand results, which are even better than we expected. It seems that we found a gap in the digital camera/videography market. A final evaluation will be made after the third issue (July/August). The reluctance of advertisers to sign into the first edition of *ZOOM Magazine*, mainly due to the fact that we had a limited number of advertising pages available, has turned into careful willingness after actually seeing the first issue. With a few weeks to go until the deadline of the second edition, it seems that the relevant advertisers will sign up.

Q What's life like at IDG Netherlands?

A Life at the IDG Netherlands office can be characterized as hectic. With a little over 100 employees, we are publishing more than two dozen print and online publications, various CD-ROM and DVD products and we are considering creating an events branch. This means that time is scarce and pressure is high. It also means that many people are involved in many various processes. This variety also makes working life very diverse and challenging.

We try to be as flexible as possible, whether it's with flexible work hours, a retirement fund and other flexible job necessities. Having fun at the offices is important. Achieving that is not easy these days. The current economy isn't really helping, but by giving each individual responsibility and freedom, we are genuinely trying to reach that goal.

Q What are the biggest challenges facing IDG Netherlands these days?

A There are many: getting access to the above-described functional PC user, getting our business publications back into being profitable, integrating the HCC Media division (now called IDG Games), diversifing our revenue streams. We closely monitor all our brands and ask: Are they still part of our strategy? Should they be still part of our strategy? What's the expected ROI? When can that be delivered? Are we close enough to the market?

As difficult as it is today, I truly believe this is one of the best times in the industry. It's not that difficult to launch brands when the market is increasing. The real test is today: with the market showing its ugliest face right now, are we doing the things we need to do to be ready for tomorrow? That is the biggest challenge.

celebrating 10!

Name
Nancy Jonathans

Home
San Francisco

Joined PC World
November 1991 as a Production Assistant. I helped with advertising booking and billing.

Career path since joining IDG
I worked my way through the ranks of production – Production Coordinator, Assistant Production Manager, Production Manager — learning new prepress and printing technology and loving it. Then I looked up and realized 10 years had passed.

Current title
Director, Production, Print and Online. I lead a great group of production professionals that every month closes our book, works hard to get all our ads in, and prints a great magazine.

Best part of your job
The people, the change and the variety. It's been 10 years, and I didn't even feel it.

Latest accomplishment
I just hiked down and up the Grand Canyon. It took me seven hours going up, and I got looped on the way up by a 76-year-old man who had three knee surgeries, but, heck, I did it.

What's the most memorable thing that's ever happened to you at work?
Taking a helicopter tour of our paper mill's forest acreage. The pilot asked if he should set down the helicopter because I was looking a little ashen.

What's kept you at IDG for 10 years?
The people, the people – always the people. Also, the ever-changing production environment. It's routine, but it's not.

One thing you'd change about IDG
Move the company to Hawaii, so I could still work with such great people and be home in the islands.

Best piece of advice you've ever received?
"Always be on the buy side."

Interests outside the office
I love to cook and read, and I just learned to knit. Let's see how long that lasts.

What talent do you wish you had
Master a martial art and play the ukulele.

Dream destination
The Galapagos Islands, Thailand, Bali, Beijing – should I go on?

*PC World's **Nancy Jonathans** recently celebrated her 10-year anniversary with the company at San Francisco's Ritz-Carlton as the guest of Chairman **Pat McGovern**.*

Fantasy job
Dolphin trainer.

What others can't tell just by looking at me
I'm a Jesus freak.

First job?
Paper girl. I shared a very large route with my sister.

Favorite movie of all time?
"A Room with a View" – I'm a hopeless romantic.

What book is on your nightstand?
Anthony Bourdain's "Kitchen Confidential." I didn't really like the writer but loved reading about what happens in the kitchen.

What is your favorite thing to do that doesn't cost any money?
Sometimes my husband John and I take our dinner down to the beach and watch the sun set on the horizon, hoping to see that ever-elusive green flash.

Retirement dreams?
Living in a house on the beach in Kona, Hawaii, with maybe a little flower, cocoa or herb farm nearby.

Manager's profile
"Nancy has been a great team player in her 10 years at PC World. She is the peacemaker in our hectic monthly closes and manages to handle our advertisers and aggressive sales reps with ease. She is very beloved by the staff, the senior management team at *PC World* and Brown Printing. It is a pleasure to be her supervisor, and we all hope that Nancy's monthly closes get even more hectic, because more pages and complications usually add more dollars to PC World's bottom line!"

— Vicki Peilen, senior VP, CFO & COO, PC World

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Istvan Biro *IDG Hungary*
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Leslie Fox *InfoWorld*
Agnes Hejjas *IDG Hungary*
Vera Knötgen *PC-WELT*
Jim Sullivan *IPS*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

InfoWorld's move to magazine format enhances content

Redesign highlights product and technology coverage, more in-depth reports

IDG WORLD UPDATE

InfoWorld's core redesign team: Front row (l-r): ***Tim Downs****, creative director;* ***Kathy Badertscher****, executive managing editor;* ***Alec Wagner****, deputy managing editor;* ***Ben Barbante****, art director; and* ***Stephanie Sanborn****, associate editor. Back row:* ***Kevin McKean****, CEO & editorial director;* ***Steve Fox****, editorial consultant;* ***Doug Dineley****, senior section editor, Test Center;* ***Mark Jones****, executive editor, News;* ***Ted Samson****, associate editor. (Not included:* ***Eve Epstein****, executive editor, Features;* ***Loretta Prencipe****, senior editor; and* ***Leslie O'Neill****, editor, Special Projects.)*

InfoWorld is aiming to become bigger by becoming smaller — at least physically. Beginning today, *InfoWorld* will move from a tabloid to a magazine format with magazine-style covers and a completely redesigned layout. Even the tagline has changed from "Lead With Technology" to "Get Technology Right."

The San Francisco-based weekly – which targets the senior-level information technologists within an enterprise, those who must "get technology right" — has been redesigned to highlight its product and technology coverage. More pages are devoted to product reviews and technology-oriented news stories. There will be longer, more in-depth cover stories on topics of special interest, and the redesign will allow better use of photos, charts and other infographics to help explain complex products and technologies.

According to *InfoWorld* CEO and Editorial Director **Kevin McKean**, the format of a newsweekly tabloid no longer a fit with *InfoWorld*'s editorial direction. "Over the last six or seven months *InfoWorld* has moved to providing more in-depth reports, product reviews and technology analysis. The new editorial structure frees up space in the publication to continue this move and has greater synergy with our in-depth content," he said.

continued on page 5

IDC teams with BSA for software piracy study

Largest global effort since Y2K project showcases team effort

IDC's groundbreaking study on the effect of software piracy in 57 countries, which was commissioned by the Business Software Alliance (BSA), has yielded significant visibility and lead-generation potential for both parties. The study represents the first collaboration between the two companies.

BSA, an international lobbying group that advocates for a safe and legal online world on behalf of major commercial software companies and their hardware partners, approached IDC to handle the project based on recommendations from one of its prominent members.

"One of the obvious benefits of this study is that we get to help so many clients at once in one project," said IDC Chief Research Officer **John Gantz**, whose Global Research Organization managed the project beginning with data collection last September. "Another is that we get great support in publicizing IDC research and the IDC brand."

Expanding Global Economies: The Benefits of Reducing Software Piracy assesses the top-level impact (employment, tax contributions, etc.) that the information technology industry has in 57 countries and the economic benefits those countries would experience by tightening and enforcing their intellectual property laws. The countries surveyed represent 98% of the world's IT market.

The study found that globally, four out of 10 software programs are pirated. Reducing that rate to 30% would add 1.5 million jobs, increase economic growth by $400 billion and generate $64 billion in

continued on page 6

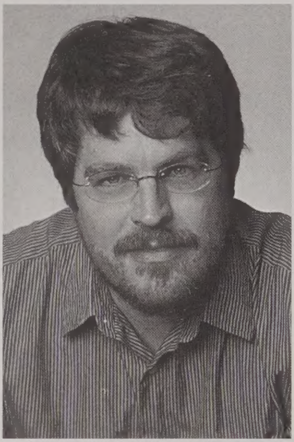
Rick LePage named president and editorial director of Mac Publishing

See story page 2

in brief newsworthy

Rick LePage appointed president, editorial director of Mac Publishing

IDG last week appointed *Macworld* Editor-in-chief **Rick LePage** as president and editorial director of Mac Publishing LLC.



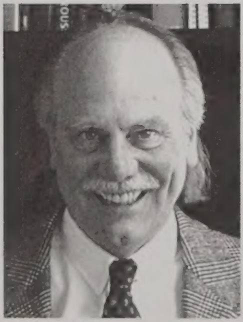
LePage

LePage brings more than 18 years of Macintosh experience to the position. In early 1985, he co-founded the *MacInTouch* newsletter and then held several editorial roles at *MacWEEK*, ultimately as publisher and editor-in-chief. Following a period as vice president, business development and general manager of CreativePro.com, LePage was appointed editor-in-chief of *Macworld* in 2001.

"In Rick LePage, Mac Publishing has an outstanding leader," said **Colin Crawford**, vice president, business development and operations of IDG and former CEO of Mac Publishing. "He is highly respected throughout the industry, has a thorough knowledge of Macintosh products and technologies and exhibits a true passion for the industry."

In his new role, LePage will be responsible for *Macworld* magazine and its associated online properties, Macworld.com and MacCentral.com, as well as Linuxworld.com and Javaworld.com, which are also managed by Mac Publishing.

Richard Willoughby named IDG vice president of Human Resources



Willoughby

Richard Willoughby, most recently senior vice president of human resources for PC World Communications, Mac Publishing, and InfoWorld Media Group, has been promoted to vice president of human resources for IDG. In his new position, Willoughby will be responsible for the strategic operations of IDG's personnel function including recruitment, compensation, training, and organization development.

"Richard's long, multi-industry HR career is appropriate for the large, multimedia company that IDG has become, but, most importantly he knows IDG's culture and the values shared by its successful employees," said IDG CEO **Pat Kenealy**.

During his 12-year tenure at IDG, Willoughby successfully guided PC World through many changes. In his new position, Willoughby will work closely with Kenealy and the other members of IDG's senior management team that is responsible for the day-to-day operations of the company: VP/CFO **Ted Bloom**, VP/Business Development and Operations **Colin Crawford**, VP/International **David Hill** and VP/Legal Affairs **Kevin Krull**.

Italy's *NW* and *CW* combine for second year of Town Meeting events

*(L-R): Network World Editor **Francesco Pignatelli**, SDA Bocconi Instructor Paolo Pasini and Network World Italia Editor-in-chief **Alessandro Degli Occhi**.*

Network World Italia and *Computerworld Italia* kicked off the second year of Town Meetings last month with a one-day Storage and Business Intelligence event in Milan. Close to 200 IT managers and general managers from major Italian companies attended the free conference to learn more about how to best protect corporate business data and determine the most relevant data to keep that will help support business objectives.

Speakers representing the sponsors – SAS, Hewlett-Packard, Storage Tek and Microsoft – talked about how data protection and selection are not just costs for companies but competitive investments as well. Sponsorships brought in 62,800 Euros (US$68,490) for IDG Italia. IDC Italy Senior Analyst **Irene Ferri** and *Network World Italia* Editor-in-chief **Alessandro Degli Occhi** also addressed attendees.

The event was videotaped by Epson TV, a satellite channel that earlier this year struck a deal with *PC World Italia*. The first step in the collaboration took place during CeBIT, when *PC World* Editor **Luca Figini** organized a 15-minute daily news feed in Italian and English with news, IT market trends and information new technologies that were unveiled during the show. Epson is interested in filming other IDG Italia events; broadcast times for the March conference have not yet been deteremined.

IDG Italy has planned six more Town Meetings through October on CIO priorities, information and communication technology in government and small-to-medium enterprises, wireless solutions, Web services, and the future of IT innovation in Italy.

For more information contact IDG Italy Marketing Assistant **Claudia Cavalleri** at claudia_cavalleri@idg.com.

IDG World Expo/Apple event renamed

The new event IDG World Expo and Apple are presenting July 14-18 in New York has been renamed the Macworld CreativePro Conference & Expo. The change from the orginal name, CREATE, better defines the event's focus on the needs of creative professionals and consumers who want to develop more advanced skills in technology for the creative arts. See www.macworldexpo.com for details.

the interview

one on one

Pat McGovern
The chairman of IDG is this week's columnist. He may be reached at patmcgovern@idg.com.

Many people do not realize it, but IDG started as an electronic publisher, not a print publisher. For our first three years, our principal information product was a database describing computer installation sites. This database was sold in electronic form on a magnetic tape or a computer disk. It was only three years after we started, in 1967, that we began print publications with the launch of Computerworld.

Q IDG has just entered its 40th year. As you look back, what do you see as the key technology milestones that accelerated the growth of the IT market during that time? And what will drive the growth of the IT market in the future?

A I have observed that the stages of growth of the IT market occur in approximately seven-year steps.

IDG started in 1964 just when the IT industry began to produce and ship program- and data-compatible families of mainframe systems. These computers allowed companies to match the capacity of each of its computers to the workload at the business unit at which it was located and yet still be able to run the same computer programs on each. In this growth stage, the number of people actively using computers grew rapidly from 140,000 in 1964 to 1 million at the beginning of the 1970s.

The second stage was when the improved electronic circuits allowed the computer console to be removed from the computer room and put on the desk of the information worker, i.e., a computer terminal. This was the stage of "teleprocessing" and allowed the number of computer users to grow from one million to seven million between 1972 and 1978.

The next stage was when integrated circuits allowed a device the size of a computer terminal to become a stand-alone computer with the logic and memory able to do many tasks. These devices, called personal computers, allowed the number of computer users to greatly expand, reaching 50 million users worldwide by 1985.

The next stage was driven by the recognition that to allow teams of workers to coordinate their activities and to share computer-based information with customers, vendors, and partners, computers needed to be networked together. From the mid-80s to the early 90s, the emphasis was on building computer networks for enterprises. This resulted in the number of active computer users growing to 350 million worldwide by 1993.

The next stage was the focus on creating consumer networks in addition to enterprise networks. This stage started with much talk about an "information highway" until people realized that such a system already existed in the Internet that had been developed primarily for research and educational applications. Boosted by graphic presentations based on hypertext Web standards, the number of people using the Internet grew very rapidly. By the year 2000, there were one billion people using the Internet or another computer-based system or appliance.

I expect such stages of market growth to continue. We are now in the stage I call the "wireless electronic transaction networks" stage. It is a stage in which access to computing power and/or the Internet will increasingly be made by a wireless connection through a handheld appliance which also serves as a cell phone, digital camera, personal digital assistant and Web display. People will increasingly get essential transaction-support information, make reservations, book meetings, and buy and sell things by these devices. I believe the worldwide users of these types of systems will grow to 1.5 billion by 2007.

My forecast is that the next stage will be the "broadband electronic collaboration community" stage in which wireless connections will routinely be over 4 megabits per second, allowing high resolution videoconferencing with dynamic presentations on a handheld Web phone. This will lead to "smart teams" who can get interconnected at a moment's notice to review, discuss, and decide on a critical business decision, a political initiative, a group travel event, etc. The importance of participating in this group decision-making process, which some characterized as the "Age of Smart Mobs," will drive the number of users of computer-based devices to 2.3 billion by 2005, approximately 40% of the world population.

So it's clear, I believe, that there is lots of attractive growth ahead for the IT market.

Q How has IDG's mission changed or evolved over the past 40 years?

A IDG's mission to provide the most timely, useful, and accurate information about information technology has not changed. The way we fulfill this mission has evolved over the past four decades, reflecting new technologies for distribution of information.

Many people do not realize it, but IDG started as an electronic publisher, not a print publisher. For our first three years, our principal information product was a database describing computer installation sites. This database was sold in electronic form on a magnetic tape or a computer disk. It was only three years after we started, in 1967, that we began print publications with the launch of *Computerworld*.

Today, IDG uses every conceivable form of information delivery method to get information to its clients

continued on page 7

Coming up

Mobile & Wireless World
May 6-9
Marriott Desert Springs Resort
Palm Desert, Calif.
www.computerworld.com/mww

Directions 2003
May 15
Seoul, South Korea
www.idc.com.sg/Events/calendar.htm

VORTEX
May 18-20
Ritz-Carlton Laguna Nigel
Dana Point, Calif.
www.idgexecforums.com/vortex/index.html

Directions 2003
May 20
Tokyo
www.idc.com.sg/Events/calendar.htm

Storage Forum 2003
May 20-21
San Jose Fairmont Hotel
San Jose, Calif.
www.idc.com/events

Storage Networking World/ EuroStorage
June 3-6
Hotel Martinez
Cannes, France
www.snweurope.com

CSO Perspectives®
June 17 - 20
Hotel del Coronado
Coronado, Calif.
www.cio.com/conferences

Macworld CreativePro Conference & Expo
July 14-18
Javits Convention Center
New York
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 4-7
Moscone Center
San Francisco
www.linuxworldexpo.com

CIO 100 Symposium® & Awards Ceremony
Aug. 17-19
The Broadmoor
Colorado Springs, Colo.
www.cio.com/conferences

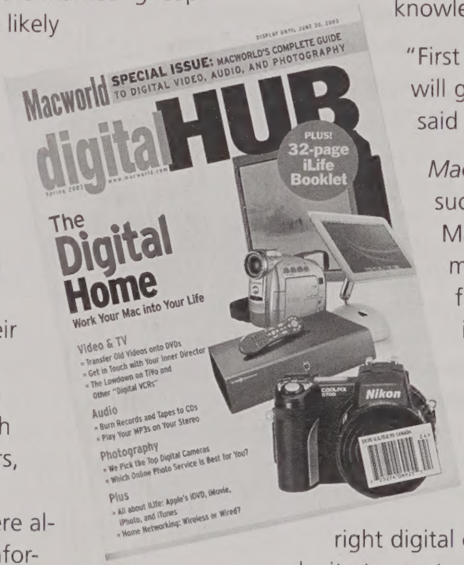
New *Macworld* special issue is an IDG U.S. "first"

Digital Hub's DVD cover mount caters to growing 'digital home' market

While several IDG publications in Europe have offered DVD cover mounts — *ZOOM* from IDG Netherlands debuted with one last mont — no IDG publication in the U.S. has included a DVD — until now. In fact, Mac Publishing staff said that, as far as they know, they believe no other U.S. IT publisher has done so. All of which makes *Macworld*'s third special issue a first.

Digital Hub – "*Macworld*'s Complete Guide to Digital Video, Audio and Photography" – comes bundled with a DVD containing shareware, demos (including more than 80 game demos), applications, and expert video tips. *Macworld* Editor **Jason Snell** said that the penetration of DVD drives into the U.S. arena helped *Macworld* make the marketing leap. "I'd guess Mac users are more likely to have DVD drives at this point than PC users," he said.

"The whole 'digital home' market is really starting to pick up, and we felt it was necessary to get out there and reach people who were integrating digital devices into their personal lives," Snell added. "Since Apple's computers and software are so integrated with digital cameras and camcorders, music, and wireless home networking, we felt customers were already primed for this sort of information."


DISPLAY UNTIL JUNE 30, 2003
Macworld
SPECIAL ISSUE: MACWORLD'S COMPLETE GUIDE TO DIGITAL VIDEO, AUDIO, AND PHOTOGRAPHY
digitalHUB
Spring 2003
www.macworld.com
PLUS! 32-page iLife Booklet
The Digital Home
Work Your Mac into Your Life
Video & TV
Transfer Old Videos onto DVDs
Get in Touch with Your Inner Director
The Lowdown on TiVo and Other "Digital VCRs"
Audio
Burn Records and Tapes to CDs
Play Your MP3s on Your Stereo
Photography
We Pick the Top Digital Cameras
Which Online Photo Service Is Best for You?
Plus
All about iLife: Apple's iDVD, iMovie, iPhoto, and iTunes
Home Networking: Wireless or Wired?
Nikon

Macworld first offered the occasional bundled CD in 1992; since 1998 CDs have accompanied every issue of the San Francisco-based monthly. Snell said some previous special issues came with two CDs, but the DVD was necessary for this one in order to accommodate the amount of data they wanted to provide.

Digital Hub came together in three months, as did *Macworld*'s two special issues in 2002, *Total OS X* and the *OS X Buyers' Guide*. *Macworld* printed 125,000 copies of *Digital Hub*, which is selling for US$9.95 on newsstands only where it will be available for three months. (A house ad in *Macworld* directs readers to call a toll-free number and order a copy of *Digital Hub* for $7.95.)

George Clark, *Macworld*'s circulation consultant, said that they were able to secure a "very attractive price point" for DVD replication. "We're hopeful the DVD will sell enough copies to pay for the additional cost of the DVD," he said, adding that sales to date have been "crisp."

"We spend a lot of time throwing around ideas [for special issues], trying to see which ones really fit where the market is headed," Snell said, noting that the ideal topic is one that "really can slake a thirst for knowledge among readers."

digitalHUB
DVD
4GB OF TOP DEMOS, SHAREWARE, AND UPDATES
5 FREE APPS! FULL WORKING VERSIONS
60 MINUTES OF EXPERT VIDEO TIPS!
80+ GAME DEMOS MACPLAY, ASPYR, FERAL INTERACTIVE AND MANY MORE!
Macworld

A DVD was essential for this special issue in order to accommodate the amount of data the staff wanted to provide.

"First and foremost, we look at what will go over best on the newsstand," said Publisher **Steve Plevin**.

Macworld's *Total OS X* was "a huge success" Snell said, largely because Mac users are desperate for information to help them become proficient with Apple's new operating system.

Snell said *Digital Hub* comes at a time when "the products are very hot, but it's still a pretty confusing place to be, as a consumer searching for the right digital camera, or trying to decide what web site to use to print their photos, or figure out how to set up a home network. That combination of heat in the market and need from the users really makes the perfect topic for a special issue."

Digital Hub has no direct competition."It's almost like a hybrid of a book and a magazine, since it's so completely focused on one subject," Snell said.

Digital Hub uses a heavier stock than a regular issue of *Macworld*. Because it is newsstand-only, "postage costs are not a concern, so we can save money on paper and get a less-expensive, thicker, sturdier stock than we use in the normal issues that's quite nice to thumb through," Snell said.

Will *Digital Hub* have an encore? "I'd love to see more issues of *Digital Hub*, but of course that's up to the advertising market and to the readers," Snell said.

For more information contact Jason Snell at jsnell@macworld.com.

Week of April 28, 2003

Online Sales Manager (CWI)

Computerworld is seeking an energetic, entrepreneurial, online sales professional to handle our Western Region. Located in our San Mateo (soon to be San Francisco office) the individual in this position will work closely with the sales force to increase online revenue for a variety of products. Candidates should be customer centric, solutions focused and articulate. Proven experience in new business development and revenue generation are a must. This position requires 5+ years of online media sales experience and solid knowledge of the IT and online industries.
Location: San Mateo – CA
Contact: Email: jobs@computerworld.com

Sales Associate (CWI)

The Sales Associate position is responsible for providing sales and administrative support for the Account Director in a given territory. The Sales Associate handles a variety of publishing functions from media kit fulfillment to customer service. This position requires excellent communication and organizational skills and the ability to handle a busy working environment and multiple tasks. Attention to detail and follow-up are critical. Teamwork and can-do attitude is a necessity. Knowledge of technology, and/or publishing, advertising agency experience, is a plus. A minimum of 2-5 years of office experience and a Bachelor's degree or equivalent work experience are also required. **Location: San Mateo – CA**
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Research Director, Life Sciences (IDC)

IDC's Bio-IT Infrastructure service analyzes the convergence between IT and the emerging life sciences market. The service offers strategic and tactical analysis and advice for infrastructure vendors and suppliers seeking to understand the opportunities developing within this emerging market. The Research Director is chartered with organizing and managing the research agenda, participating in overall strategy and vision of practice, writing research, participating in consulting engagements, and driving marketing and sales activities as they relate to the overall practice. Candidates should have 5-10 years experience in biological sciences, bioinformatics or related field and a strong understanding of IT requirements and implementation schemas. Strong writing, quantitative and analytical skills—including direct market research experience in survey design, implementation, data and market analysis is required. Strong presentation skills critical. Candidate must have an overall understanding of new biology methods, workloads and marketplace. Must be able to work both independently as well as with a team in a collaborative environment. Travel required. **Location: Framingham – MA**
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Director, Semiconductor Research (IDC)

The Research Director, Consumer and Semiconductor Markets will provide analytical coverage of major semiconductor communications and consumer markets including DVD, STB/DTV, Game console, DSC, Telematics, and other digital consumer areas. Coverage will include market sizing, forecasting, technology/system trends, vendor analysis, pricing trends, supply and demand analysis and markets share. Coverage of these markets will also include understanding, writing, and research on embedded processors, ASSP/ASICs, mixed signal analog, and DSPs. The analyst will participate in equipment teardowns for primary and secondary research and track pricing trends related to coverage areas, and support our biweekly semiconductor perspectives newsletter. The analyst will also provide customer service in terms of meeting with customers, product briefings, presentations, and inquiry support. The analyst will interact in a team environment with other IDC analysts inside and outside the semiconductor research group in addition to participating in consulting projects and sales and business development. Over 6 years of analyst, consulting, business development, and writing experience. Technical background and BSEE or equivalent experience preferred. Some travel will be required.
Location: Mountain View – CA
Contact: I. Juhola, Email: ijuhola@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Client Service Representative (IDC)

The Client Services Representative will be responsible for supporting IDC's Enterprise Financial Majors external and internal customers with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing all customer service support to Enterprise Financial sales staff by creating reports, inputting orders, assisting the sales team members on projects and collaborating with analyst. A Bachelors degree or Associates degree, or equivalent experience required. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems. Proficiency with Microsoft Office suite is a must. The ideal candidate will have 2-3 years of previous experience as a Customer Service Representative in the Information Technology or Telecom industry. ***Location: Framingham – MA***
Contact: G. Lawrence, Fax: 508-935-4432, Email: glawrence@idc.com

Event Planner (NWW)

Network World is looking for a creative professional with proven experience planning meetings and managing multiple projects, including one day events and executive conferences. The Event Planner will network with MPI and continue to increase knowledge of industry trends, and technologies and help bring fresh ideas to enhance Network World's meetings and events. Responsibilities for this position will also include site selection, food and beverage management, event planning, registration, and logistics, budget tracking and planning, and onsite management. The successful candidate must be able to handle multiple projects and priorities, be detail oriented and possess critical thinking skills. Strong organizational, project management, and customer relation skills a must. Minimum requirements include Bachelor's degree or equivalent work experience and 5+ years planning meetings and events. CME experience and/or CMP certification preferred. This position will require travel 60 - 70% including occasional weekends. ***Location: Southborough, MA***
Contact: E. Price, Send Resumes to: hotjobs@nww.com

Event Coordinator (NWW)

The Event Coordinator will manage participation of Demonstrating companies participating the DEMO branded events. This includes, managing demonstrator logistics, and providing support to demonstrators before and during all DEMO events. The Event Coordinator will also be responsible for all pre event communication, planning and conducting onsite meetings with demonstrators, coordinating onsite logistics for the DEMO pavilion and managing all post event communications and event breakdown. This position requires the following qualifications: 1-2 years experience in administrative/editorial assistant role, excellent oral & written communication, organizational and time- and project management skills. Good stand up presentation skills, ability to evaluate problems and work in a fast-paced environment. Must be a team player with a positive "can do" attitude, a sense of humor and strong interpersonal skills. Experience working with executive clientele and knowledge of technology industry a plus. Proficiency in MS Word, MS Excel, MS PowerPoint and email client applications required. Desire to learn new software applications a must. A college degree or equivalent experience and 1-2 years administrative experience. ***Location: Southborough, MA***
Contact: E. Price, Send Resumes to: hotjobs@nww.com

Editorial Administrative Assistant (PCW)

PC World is looking for an experienced and even-keeled administrator to support its 40-person editorial department, and, in particular, the editor. Duties will range from the purely administrative (handling incoming mail, faxes and phone calls; handling vendors' and readers' requests; coordinating meetings and taking minutes; maintaining the editorial library) to entry-level editorial (assisting with reprints and permissions requests; routing and responding to article proposals; assisting with ordering and returning products for review; assembling editorial award submissions; serving as the backup public relations contact; compiling and writing a daily newsletter). Candidates should have solid administrative experience and enjoy working in a support role. Qualifications include an excellent telephone manner, diplomatic interpersonal skills, and the ability to work well under pressure and deal with many people/tasks at once. Strong Word, Excel, and PowerPoint skills and a willingness to learn new applications required. ***Location: San Francisco – CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

InfoWorld

continued from page1

"The new *InfoWorld* is not just a shrunken, 'mini-me' version of a news tabloid," McKean continued. "Based on feedback from editorial surveys and focus groups during the past few months, we plan to leverage the best features of a classic magazine to do an even more effective job of *InfoWorld*'s longstanding mission: that of providing the expert information that senior technologists need to make today's difficult technology strategy and decisions."

InfoWorld
10-GIG SLUGFEST
Raw Speed vs. Network Smarts: 10 Gigabit Ethernet Switches Duke it Out pxx
Plus
CHAD DICKERSON: CTOs Predict the Future p34
Insert LED News Story
Insert LED News Story p12

In with the new...

The redesigned *InfoWorld* offers the following sections:

- TechWatch is the section that leads the magazine and keeps readers up to date on the latest in products, services, and technologies, going behind the news headlines to reveal the story-behind-the-story.
- A new features section provides in-depth reporting and evaluations of IT products, technologies and services.
- The opinion section includes columnists who are among the best writers in the business and epitomize the far-sighted strategic focus of the *InfoWorld* reader.
- Product reviews and strategic analyses make up the Test Center section, a weekly platform for new evaluations and comparisons. At the end of the Test Center section is a new feature called Leaderboard that recaps the most important reviews of the past month and references the print and web versions of each review.

"*InfoWorld* readers are the technologists who are ultimately responsible for the success or failure of technology strategy and deployment," McKean said. "Our continued investment in the Test Center allows us to provide a real-world and independent opinion on what does or does not work"

In order to make room for such expanded coverage, the CTO section and some of *InfoWorld*'s columnists have been dropped or moved to an online version. Appearing weekly will be CTO **Chad Dickerson**, Technical Director **Tom Yager**, Editor-at-large **Ephraim Schwartz** and **Robert X. Cringeley**, who will be joined by Lead Analyst **Jon Udell**, who currently writes a popular online column and weblog on the InfoWorld site (www.infoworld.com).

"We kept those columnists whose topics and specialties best match our overall editorial direction," McKean noted. "While we eliminated some of the columns in print, many of them will continue to live online as either a weekly column or as a weblog."

The 220,000 subscribers of *InfoWorld* will get a saddle-stitched magazine with heavy-weight cover stock and glossy pages inside, designed by Creative Director **Tim Downs** who worked closely with New York City-based Don Morris Design. InfoWorld Marketing VP **Holly Nissalke** said there are cost savings in the smaller trim size, yet those savings will be rolled into an increased folio size, heavier paper and crisper production of graphics. She added that "portability was not a driving factor but a nice benefit. We are focused on marrying content and format factor."

COMING NEXT WEEK ...

InfoWorld

DYNAMIC DEVELOPMENT

Microsoft pries lid off stack

...out with the old.

InfoWorld will measure the success of the redesign by both reader and advertiser response. "[Sales VP] **John Murphy**, Kevin and the entire sales team have been going full force previewing the redesign with advertisers,"Nissalke said. "We shared the new design with readers at our CTO Forum earlier this month. So far, response has been fantastic."

She said they expect to do a large subscriber study with IDG Research late in the summer to better scientifically determine reader response.

InfoWorld competitor *eWeek* introduced its own redesign earlier this month. "They did not take advantage of the redesign to make any substantial changes to content, design or organization," Nissalke said. "Rather, it looks like they put the tabloid on the Xerox machine and shrunk it 20%."

InfoWorld is also holding advertiser customer parties at the N+I trade show in Las Vegas this week and in San Francisco and New York to generate some excitement around the redesign and to allow InfoWorld executives to meet with key customers.

For more information contact Holly Nissalke at holly_nissalke@infoworld.com. WU

Redesign do's and don't's

InfoWorld's redesign has been in development since last December and has been a team effort by the editorial, art, production and marketing departments. The group passed along these tips on the redesign process:

1. Define a core team that has representation from every department.
2. Establish a clear editorial philosophy and goals before starting the design process. Make sure they resonate with both readers and advertisers.
3. Establish a realistic master timeframe. Stick to making decisions based on the schedule.
4. If you need to work with outside sources, work with top-quality vendors who already have a clear understanding of your market.
5. Make sure you address how the changes affect all product lines, including those that operate online.
6. Leave plenty of time to create the necessary tools that the sales teams need to preview the changes with advertising customers.
7. Don't worry about getting everything right the first issue. Whatever you do then, you will inevitably change your mind as time goes on.
8. Speak with one voice. Everything in your publication, your web site, your marketing, your sales pitch, your circulation marketing, etc., should reinforce a single theme that emphasizes its value to the audience(s) you serve.
9. Stay focused and keep moving forward. Projects, like nights, have dark hours, but usually end brightly.

noteworthy people

Coldwell

Danielowich

Evers

IDG WORLD UPDATE PHOTOS

Promotions

PC World Director, Human Resources **Kate Coldwell** has been promoted to vice president, Human Resources. "Kate joined us from Chronicle Books in 1998 and has been making important contributions to the welfare of PC World employees ever since," said PC World Communications President & CEO **Jeff Edman**. "Over the past year, PC World began providing Human Resources services for InfoWorld Media Group and Mac Publishing as well, and Kate has made sure they've received the same first-class service that we on the PC World side have enjoyed all along. Kate's creativity, enthusiasm, and hard work have benefited us all. She's the perfect person to lead our HR activities going forward."

New employees

CXO Media Project Manager **John Danielowich**, who had been working part-time for the custom publishing group since September, joins the team as a full-time employee this month. He previously worked as a project manager for Fluent Technologies. John earned a B.A. in English from St. Michael's College in Colchester Park, Vt., and is just three credits shy of a graduate degree in secondary education from College of Saint Rose in Albany, N.Y. Outside the office he enjoys snow-boarding, hiking, music and reading.

Network World has hired **Teri Lowe** as a sales assistant. She was previously an administrative assistant with Advanced Data Exchange, assisting the CEO and other departments. She is currently enrolled with the University of Phoenix and studying for a B.S. in business management. She enjoys arts and crafts, refinishing old furniture and is learning to play tennis.

Transfers

Changing his IDG News Service title from Amsterdam Correspondent to U.S. Correspondent, **Joris Evers** moves from the Netherlands to San Francisco. He previously covered the European and worldwide IT market, with a focus on Nokia, Philips and the European operations of Oracle, IBM and Microsoft, and will now focus largely on Microsoft. He holds a B.A. in journalism from Fontys Hogeschool Journalistiek in Tilburg, Netherlands. Now that he's moved to a new place "on the other side of the world," Joris is looking forward to tennis, hiking and skiing at Lake Tahoe and getting involved with volunteer work. "It was with a heavy heart that I said farewell to my Cub Scout group back home. I'm looking for a similar outdoor group activity with kids in the San Mateo, Calif., area where I live."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC

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new taxes to help governments fund public programs such as education, health care and law enforcement.

Countries with the highest piracy rates would see the biggest benefits from reduced software piracy. China, where 92% of the software used in the country is pirated, could see its IT sector grow nearly fivefold over a four-year period with a 10-point drop in its piracy rate. (The piracy rate is calculated by illegal software installed in 2001 divided by all software installed in 2000.)

In addition to describing the benefits of reducing software piracy, the report outlines a framework for reducing piracy rates.

The study has generated more 160 media stories internationally since its release April 3, including a recurring piece on CNN and articles in *The New York Times*, *San Jose Mercury News*, Reuters, Dow Jones, *The Sydney Morning Herald* and numerous other Asia/Pacific publications. The BSA wrote a white paper based on IDC's research and has created a microsite (www.bsa.org/idcstudy) that highlights the results with country-by-country details.

IDC Corporate Marketing developed a promotion for the study on www.idc.com in order to gather information on prospects. A complimentary copy of the study can be downloaded by users who complete a brief profile. The promotion is located on the www.idc.com home page directly below the Daily Graphic and has resulted in more than 150 downloads to date.

IDC had not undertaken such a major global effort since Project Magellan, which focused on Year 2000 implications. "Developing a process for a large-scale study that touches many countries working to the deadline is a discipline that will help us in future global studies," Gantz said. "We are already bidding on two such studies now."

For details contact Amie White at awhite@idc.com.

Global effort for press events, training

To publicize the software piracy study and generate interest among government officials, IDC analysts around the world participated in local press events and visited government offices in 30 countries with a Business Software Alliance staffer. Marketing Development Director **Amie White** coordinated press events, and the Global Research Organization team in Framingham, Mass., was available for press conferences and call-in support.

Originally the BSA said it would not need local analyst support during the launch phase but two weeks later decided otherwise. Chief Research Officer **John Gantz** then prepared a Piracy Launch Kit with presentations, scripts, data and a detailed FAQ sheet. More than 40 local analysts participated by teleconference in training sessions conducted by Gantz, mainly focusing on worldwide data.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Mette Lautrup *IDG Denmark*

18

Robert Kanes *PC World*
Aromi Rajon *IDG Global Solutions France*

14

Basilio Rodriguez *IDG Spain*

13

Ruggero Vota *IDG Italy*
Svenja Mohn *IDG Germany*
Franz Josef Reismann *IDG Germany*

12

Nilde Meregalli *IDG Italy*

11

Rosa Guerinoni *IDG Italy*
York von Heimburg *IDG Germany*

10

Malgorzata Brudniak *IDG Poland*

9

Mark Evans *IDG New Zealand*
Nieves Santana *IDG Spain*

8

Klaus Krabbe *IDG Denmark*
Wolfgang Böhler *IDG Switzerland*
Urs Flückiger *IDG Switzerland*
Kim Giovanni *CXO Media*

7

Adam Jadczak *IDG Poland*
Georges Pretat *IDG France*
Cornelia Neft *IDG Germany*

6

Jacek Dudzinski *IDG Poland*
Jörg Langer *IDG Germany*

5

Ulrika Jonsson *IDG Sweden*
Uffe Meier *IDG Denmark*
ene Helfenbein *IDG Germany*
Joe Greene *IDC Canada*
Steve McHale *IDC Canada*
Sean Lavey *IDC*

4

Karin Willing *IDG Sweden*
Jesper Bille Haun *IDG Denmark*
Francesco Pignatelli *IDG Italy*
Beena Streiter *IDG Germany*
Veronica Trotto *Network World*
Jorge Magalhães *IDG Brazil*

3

Louise Ahlsson *IDG Sweden*
Sofia Jansson *IDG Sweden*
Jill Dahl *IDG Denmark*
Heidi Tanakatsubo *PC World*
Akira Honma *IDG Japan*
Masatoshi Ono *IDG Japan*
Tom Ölschläger *IDG Germany*
Thomas Jüptner *IDG Germany*
Anette Kniffler *IDG Germany*
Dagmar Schütze *IDG Germany*
Rob Hailstone *IDC U.K.*
Roland Lim *Computerworld Singapore*
Ana Segura *IDG Spain*
Mae Lee *IDC Singapore*
Daniela Braun *IDG Brazil*

2

Claude Frison *IDG France*
Tomas Gilså *IDG Sweden*
Mette Jensen *IDG Denmark*
Merete Obæk *IDG Denmark*
Masahiro Ueda *IDC Japan*
Richard Brewer *IDC Japan*
Marita Vogel *IDG Germany*
Uwe Miethe *IDG Germany*
Katja Krause *IDG Germany*
Katrin Frind-Wang *IDG Germany*
Esther Majoleth *IDG Switzerland*
John Dooly *IDC CEMA*
Scott Ellison *IDC*
Tina Tang *IDC China*

1

Simon Borin *IDG Sweden*
Arne Steinmark *IDG Denmark*
Robert Vanglo *IDG Denmark*
Stefan Hammond *IDG Hong Kong*
John Blau *IDG News Service*
Kevin Brodie *IDC*
Lim Sue-Lin *IDC Malaysia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

McGovern

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where it is needed, when it is needed, and in a form easy to use. Besides our 300 print publications, we have more than 380 web sites, run more than 400 conferences, seminars, and expositions each year, and run thousands of teleconferences and webcasts. And, yes, our business units still publish many hundreds of printed book and report titles each year to serve their individual markets.

And, as a reflection of changing times, many of our information services are readily available to wireless devices in voice, SMS and web page form.

Q I have heard that you have visited a majority of the world's countries. Is that true? Where would you like to visit that you haven't already?

A I have visited about 120 countries. But since about 190 countries are recognized by the United Nations, I still have at least 70 more to go. Although I have visited countries in North and South Africa and some in East Africa, I haven't yet taken an extensive trip through West Africa and Central Africa. I hope to do that sometime in the next couple of years.

Q When you are not involved in IDG-related travels and business, what do you like to do to keep fit?

A I like to go on bike trips. I have taken bike trips through the Swiss Alps, the Austrian Alps, Ireland, the Burgundy and Dordogne regions in France, and Maine, Vermont, and the San Juan Islands in the U.S. I am looking forward to taking a bike trip in New Zealand later this year. In the meantime, I enjoy working out each morning on my exercise bike and playing tennis. WU

IDG World Update wins award

For the second consecutive year, *IDG World Update* has won an award from the League of American Communications Professionals (LACP) in the LACP 2002 Inspire Awards Employee Newsletter/Web Site Competition.

WorldUpdate

The newsletter received a silver award in the weekly, printed category with a total score of 78 out of 100, rated "very good/extraordinary performance." Mitsubishi Motors and Union Bank of California were the other two companies that received silver awards for print titles.

LACP evaluated more than 300 entries for the contest. For more information go to www.lacp.com/2002inspire.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Colin de Almeida** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* sport safes.

Honorable mentions

Never one to follow the crowd, Ed devised his own method of hacking the network.
Tara Liloia *CXO Media*

The "Wireless for Idiots" kit seemed suspiciously basic — even for Garth.
Vincent Heeringa *IDG New Zealand*

It now became clear why the $200 hacking kit hadn't been downloadable.
Rob Hailstone *IDC U.K.*

Bob decided to take drastic action against annoying pop-ups.
Khalid Irshad *IDC U.K.*

Unable to remember his password, Bob resorts to Plan B.
John Gomez *GamePro*

George the procurement specialist has that special knack for cutting through supply chain issues.
Stu Needels *IDG*

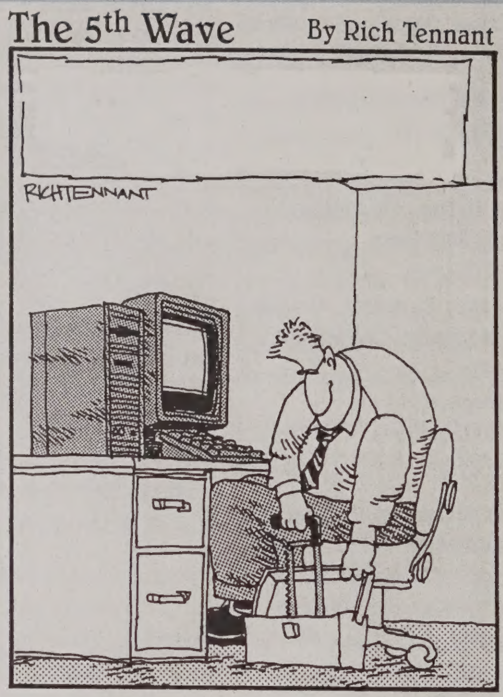
"'Just try to hack into the system,' they say. I'll show them who the real hacker is around here."
Dave Reinsel *IDC*

With no other alternatives, Frank decides to hack into the network.
Todd Genovese *IDG*

Cyber crime legend Edward Klaffee learns his first lesson the hard way in the early days of computer hacking.
Joe Mola *Computerworld*

"I found the perfect solution for converting my PC into a thin client device."
Rikki Kirzner *IDC*

"Maybe this will cut back on the spam in my in-box."
Paul Honens *IDC*



Terry had difficulty with the concept of cut and paste.
Colin de Almeida *IDC U.K.*

Getting through all this spam isn't as easy as it used to be!
Lisa Lauze *IDG*

Edgar takes his boss' demand that he be on the cutting edge very seriously.
Simon Salamon *IDC*

Yearning for attention of any kind, Melvin thought he'd give this hacking thing a try.
Debi Temple *IDG*

Rich Tennant's original caption:
Before installing Windows 2000, Dwayne prepares to partition the hard drive.

Question of the Week

"What's the closest you've ever come to writing a book?"

Checks are my limit = 50%
At work on a manuscript = 20%
Done it = 10%
Have an idea = 10%
Hope to one day = 10%

Half the respondents to last week's question might vie for literary fame someday. Answer this week's question ("What's the DVD quotient in your household?) by logging on to IDG World Update Online (www.idgworldupdate.com).

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG WorldUpdate

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Digit teams with Electronic Arts for "dream job" contest

Three winners will land jobs at the game developer's U.K. studio

Forget the mouse pads, PalmPilots and digital cameras, *Digit* magazine has teamed up with the world's largest computer-entertainment software publisher to offer readers the chance to compete for a truly life-changing prize — a new job. In a contest announced last week in the five-year-old U.K. monthly, readers will compete for one of three "dream jobs" at the Chertsey, Surrey, U.K., headquarters of Electronic Arts, publisher of such hit video games as The Sims, SimCity, Harry Potter and Medal of Honor.

*The Digit team (l-r): **Dan Sullivan** (online managing editor), **Jacob Withey** (new media editor), **Lynn Wright** (deputy editor), **Matthew Bath** (editor), **Neil Bennett** (reviews editor), **Chris Hodgson** (art editor), **John Steward** (chief sub editor).*

Readers interested in competing for the three positions — a 3D animator, a 3D character designer and a game-world builder — must submit computer animations and models after registering with *Digit* on its Web site (www.digitmag.co.uk). Finalists will be invited to compete in a "Pop Idol"/ "American Idol"-style final round, with three judges from Electronic Arts, along with *Digit* Editor **Matthew Bath** and a leading local 3D artist who is a contributor to *Digit*, interviewing the final candidates. "Obviously, we'll be a little less critical than those judges on TV, but not much!" joked Bath.

continued on page 2

IDC continues to expand its scope with advisory service for chief marketing officers

THE CMO ADVISORY SERVICE
A Service of IDC
March 2003

Has IT Marketing "Sold Out"?
Report Highlights

The Changing Agenda of Marketing

IT Marketing Budget Trends

The Measurement Imperative

Next Steps for IT Marketers....

"The budget cuts that Information Technology marketers have endured over the past three years are symptoms of a more problematic underlying cause. Across the IT industry, marketers are losing ground because of their inability to measure and communicate the value of marketing..."

IDC
Analyze the Future

A variation of this summary of highlights from IDC's IT Marketing 2003 Trends Report went out April 7 to 1,500 comp subscribers on Computerworld's private circulation list who have senior marketing titles at IT firms.

Until early this year, IDC's 39 years of market research has been focused on technology. With the emergence of the CMO Advisory Service, which is directed toward chief marketing officers at IT companies, IDC has entered a whole new realm: research aligned with a job function rather than a specific IT sector.

The CMO service aims to help IT marketers become more methodical in their approach to marketing planning, execution and measurement. As a result, they will be better equipped to build and justify complete marketing programs. The service focuses on technology marketing measurement, return on marketing investment, best practices, IT marketing trends and analysis reports and custom research on IT marketing practices.

continued on page 5

IDG looks to realize savings with redistribution of Global Communications' functions

IDG's decision shutting down IDG Global Communications last month and redistributing responsibility for its various functions between two East Coast business units is expected to result in significant savings for the company, according to IDG CEO **Pat Kenealy**.

> *"We're looking at all corporate services with the same eye for savings."*
>
> *— Pat Kenealy*

"We know most IDG business units have been making major cuts to match the current market situation, and we're looking at all corporate services with the same eye for savings," Kenealy said.

Nancy Newkirk, IS director at the Corporate Support Group in Framingham, Mass., and her team

continued on page 2

in brief newsworthy

IDG Poland launches new series of special issues with material licensed from IDG Interactive in Germany

Interested in finding a new way to boost revenue while providing high-level content to technically oriented IT professionals in Poland, IDG Poland has entered into a licensing agreement with tecChannel, IDG Interactive's Munich-based division that operates a Webzine and print reference materials. Under the newly created label *PC World Pro*, IDG Poland has produced a special issue using material translated from one of tecChannel's print products, *tecChannel-Compact's Hardware Trends 2003*.

Published in April, the first *PC World Pro* publication comes with two CDs on system and graphics benchmarks. MaxData signed as the exclusive advertiser (10 ad pages) of the Hardware issue, which had a print run of 20,000 copies and will be sold on newsstands for 7.50 Euro (US$8.25). It will also be sold online via the PC World Poland site; *PC World Poland* subscribers receive a discounted rate.

KOMPENDIUM DLA PROFESJONALISTÓW IT
TRENDY 2003
PC WORLD KOMPUTER PRO
Sprzęt
Konstrukcje
Technologie
Hyper-Threading kontra 64 bity
Chłodzenie i overclocking
Płyty główne i pamięci RAM

The first entry in IDG Poland's new PC Pro series focused on hardware.

Under the direction of *PC World Poland* Editor-in-chief **Leszek Zdanowicz** and Deputy Editor **Marcin Lejman**, upcoming *PC World Pro* editions will focus on Linux (in August) and networking (in December).

For more information contact IDG Poland Managing Director **Kazimierz Szot** at Kazimierz_Szot@idg.com.pl or tecChannel Publisher **Frank Klinkenberg** at fklinkenberg@tecchannel.de. WU

Global Communications

continued from page 1

will now be responsible for the company's Notes infrastructure and Notes e-mail system as well as management of the PAL dial-up service used by some IDG units. Newkirk will also manage IDG's relationships with Worldcom/MCI, Microsoft and Lotus. **Morris Effron**, vice president of IS at IDG International Publishing Services in Boston, and his team will assume responsibility for IDG.com, IDG.net and IDGCentral.com as well as the recently introduced White Paper Library. The IDGCIA.com sales intelligence intranet site is currently under review by IDG Communications President **Joan Kelly**. The IDG Global Online Product Support Center, a Web site for IDG's online professionals worldwide, is being folded into the myidg.com/isc intranet site for IDG's technology professionals worldwide.

IDG Vice President, New Business Development & Operations **Colin Crawford** will assume responsibility for managing the Zinio, Google and Double Click relationships.

The relocation of the above functions to the East Coast will result in the closure of IDG Global Communications' San Mateo, Calif., office once the transition has been completed.

"Some of the Global staff remains in place during the transition, and we are grateful to [former IDG Global Comm President] **Jeff DeBalko** and his entire team for their years of dedicated service," Kenealy said.

Employees with questions or problems regarding their Notes systems, Notes mail or PAL may contact Nancy Newkirk at nancy_newkirk@idg.com. For questions or concerns regarding IDG.com, IDG.net, IDGCentral.com or the White Paper Library, please contact Morris Effron at morris_effron@idg.com. WU

Coming up

Directions 2003
May 15
Seoul, Korea
www.idc.com.sg/Events/calendar.htm

VORTEX
May 18-20
Ritz-Carlton Laguna Nigel
Dana Point, Calif.
www.idgexecforums.com/vortex/index.html

Directions 2003
May 20
Tokyo
www.idc.com.sg/Events/calendar.htm

Digit

continued from page 1

The three winners, who must be U.K. residents, will be offered full-time permanent jobs with Electronic Arts. Winners and competition entries will be featured in the magazine.

Both *Digit* and Electronic Arts plan a nationwide campaign to promote the competition, with Electronic Arts mailing its user base of games purchasers with details of the competition and a special subscription offer to *Digit*. National newspaper coverage is also planned.

The competition was developed jointly after Electronic Arts approached *Digit* with the idea, Bath explained. "*Digit*'s increasing dominance in the visual-effects and computer-generated imaging market in the U.K. made us the logical publication for Electronic Arts to partner with for this project," he added.

WIN! THREE DESIGN JOBS
ELECTRONIC ARTS WANTS YOU!
DIGIT
BLAST YOUR ART
PHOTOSHOP 7
DVD POWER
CHARACTER
FREE! FULL 3D CHARACTER TOOL MOTIONBUILDER!

The contest will run from May 1 through June 16 with judging held June 16 through July 1. Winners will be announced at the beginning of July and coverage will appear in the August issue of *Digit*.

For more information, visit www.digitmag.co.uk or contact Matthew Bath at matthew@digitmag.co.uk. WU

one on one the interview

Eric Ochs
The CEO of IDG France is this week's columnist. Reach him at eric.ochs@idg.fr.

Q What's the competitive landscape like in France these days?

A We have two large competitors: Group Tests, which is France's leading business-to-business magazine publisher *(01 Informatique*, *01 Réseaux* and *Ordinateur Individuel*, the No. 1 PC magazine in France) and VNU, which has *PC* and *PC Buying* magazines and *CNR*, a competitor of *Distributique*. *01 Informatique* has a higher audience and circulation (70,000 paying readers for *01 Informatique* vs. 56,000 for our *Le Monde Informatique*). In the coming year, we will focus on reaching more of the key IT decisions makers in the enterprise and services companies with *LMI*. With that, and *CIO* focused on MIS managers and executives in very large enterprises, I think we have two excellent products to compete against Group Tests in the coming months.

Q You were named managing director of IDG France last November after serving as managing director of IDC France since 1995. What differences are you finding in managing a publishing business as opposed to a research organization?

A The clients are the same and so are my contacts. Also, I continue to lead operational teams whose tasks must be valued and emphasized. But, the business model is different. The advertising market is much more volatile than the research market. The lack of recurrent revenues forces us to be more creative with our products to meet our clients' expectations. Moreover, investments are more important and new products require more time to be developed, which makes any possible mistake more costly. At the same time, a successful product has more impact on our margin.

Q How is the French economy in general and IDG France in particular doing compared with a year ago?

A As in many aspects, France is usually not in phase with the general economic cycle. The local economy only faced the crisis at the end of 2002. Usually, the French economy comes out of economic crises later than others. I would say that the recovery will happen in the second half of 2004. That said, France's IT industry and advertising investments are more closely dependent on the worldwide economic situation. This means that IDG France should register an improvement in its results during the next fiscal year. We have put a lot of effort into becoming more efficient and in the first half of this fiscal year, our results are clearly better. We have now to strengthen our product portfolio for the future.

Q Can you talk about any specific changes you may have implemented since taking over as the managing director of IDG France?

A In addition to a number of financial decisions designed to save money, I made two important decisions that will help to prepare us for the future. The editors-in-chief are now more responsible for the quality of their products not just the management of their journalist staffs. Publications with a strong quality content are essential, both for advertisers and for readers. Each chief editor is now more involved than in the past in all the key decisions concerning the positioning of each magazine. I tried also to strengthen the lines of communication between each chief editor and the sales and marketing and circulation departments. The improvement of the quality of our magazines should be based on better communication. Also, I have asked our sales team to call on a wider range of influential people close to our clients and to better use our strong international image. After a difficult year, we have to show our clients and readers that the level of quality of our products is the same and that we continue to invest with our clients in the development of the IT industry.

Q What are your three most pressing goals for IDG France over the coming months?

A First, to be able to innovate and to be more efficient than our competitors. Secondly, to be able to launch new magazines in new areas such as the home market, especially around the future digital wave. Third, to be able to generate an increasing part of our revenues from readers, but also with the B-to-B magazines. We are thinking, for example, of extending the portfolio of *Distributique* with a publication dedicated to the digital channels (video, TV, audio, mobile outlets).

Q To what extent is IDG France now involved in events? Do you see events as a viable revenue stream for IDG France?

A It depends on the magazine, but I would say that 8% to 10% of our sales revenues should come from events in the form of sponsorship or paid conferences. We should be able to develop many events under the *CIO* brand in the future. But beyond events, I am much more convinced about the potential of specific publishing products such as technical guides, buying guides, technical books and catalogues. It's a key challenge if we consider that we have to find new sources of revenues coming from our readers.

> *The editors-in-chief are now more responsible for the quality of their products not just the management of their journalist staffs. Each chief editor is now more involved in all key decisions concerning the positioning of each magazine.*

What's on your mind?

Employees are encouraged to send suggestions for columnists they would like to see on this page as well as questions they would like addressed. Questions for IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy*** *are accepted on an ongoing basis. All questions for all columnists are submitted anonymously. Write to world_update @idg.com.*

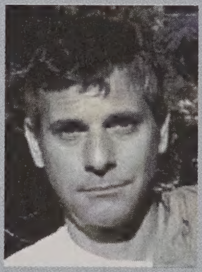
Weblogs help *InfoWorld* support news effort, connect with reader

Weblogs, or blogs as they are commonly known, are enjoying increasing importance among established media outlets as both a resource for gathering information and ideas as well as an outlet for sharing opinions and thoughts with readers. *InfoWorld* Lead Analyst **Jon Udell**, who has been writing on his weblog since January 2002, has helped spread enthusiasm for the medium since joining the company a year ago.

"We think blogs are extremely important," said InfoWorld CEO & Editorial Director **Kevin McKean**, noting that the San Francisco-based weekly's tech-savvy audience uses the Web as much as print to get the type of information they want. "Blogs are important as a distant, early warning of things before they become a conventional news story. They don't diminish the value of traditional journalism. If anything, it's a new kind of form."

"The blog universe is a marketplace of ideas, an economy whose currency is the hyperlink," **Udell** said. That universe is becoming increasing essential to *InfoWorld* as a source of information, breaking news, and analysis.

Udell said he thought that while blogs can sometimes scoop conventional news stories, they also support and deepen them. "Three of the five journalistic W's — who, where and when — are becoming commodities exchanged at light speed on [the Web]," he said. "But the remaining two — what and why — require synthesis and analysis." Journalists who read and write blogs will find them themselves better connected and more able to do that synthesis and analysis effectively, he said.

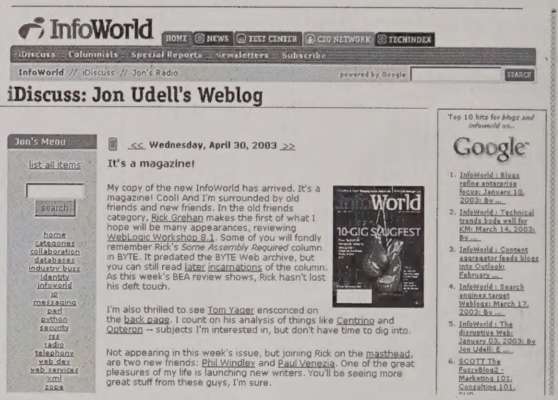


Jon Udell

Journalists who read and write blogs will find them themselves better connected and more able to do that synthesis and analysis effectively.

A case in point: Udell recently wrote an item on his blog in response to an item on the Scripting News blog about Windows' 'blue screen of death.' "I used my posting to broaden the discussion, pointing out that device drivers are problematic in every operating system and mentioned that Windows Server 2003 moves some HTTP networking code into the kernel and wondered about the performance/stability tradeoff."

Responding to Udell's posting, a Microsoft Corp. developer posted an item on his own blog explaining this potentially controversial feature of Windows Server 2003 and helped defuse controversy.



iDiscuss: Jon Udell's Weblog

<< Wednesday, April 30, 2003 >>

It's a magazine!

My copy of the new InfoWorld has arrived. It's a magazine! Cool! And I'm surrounded by old friends and new friends. In the old friends category, Rick Grehan makes the first of what I hope will be many appearances, reviewing WebLogic Workshop 8.1. Some of you will fondly remember Rick's *Some Assembly Required* column in BYTE. It predated the BYTE Web archive, but you can still read later incarnations of the column. As this week's BEA review shows, Rick hasn't lost his deft touch.

I'm also thrilled to see Tom Yager ensconced on the back page. I count on his analysis of things like Centrino and Opteron -- subjects I'm interested in, but don't have time to dig into.

Not appearing in this week's issue, but joining Rick on the masthead, are two new friends: Phil Windley and Paul Venezia. One of the great pleasures of my life is launching new writers. You'll be seeing more great stuff from these guys, I'm sure.

1. InfoWorld : Blogs refine enterprise focus: January 10, 2003: By ...
2. InfoWorld : Technical trends bode well for KM: March 14, 2003: By ...
3. InfoWorld : Content aggregator feeds blogs into Outlook: February ...
4. InfoWorld : Search engines target Weblogs: March 17, 2003: By ...
5. InfoWorld : The disruptive Web: January 03, 2003: By Jon Udell: E ...
6. SCOTT The FuzzyBlog2 - Marketing 101, Consulting 101,

***Jon Udell**'s blog, which he has been writing on for more than a year, currently contains over 500 essays.*

While *InfoWorld* does not have a blog of its own, Udell, InfoWorld CTO **Chad Dickerson** and Technical Director **Tom Yager** maintain their own and, along with other *IW* writers, troll the blog world for ideas, information and innuendo.

"We use blogs to leverage content that's spread throughout the entire Internet that would be very difficult to link to or manage if we had to assign one person to such a task," said Yager. "Blogs filter and provide indirect pointers to really smart people and concise sources for information."

Yager said he uses his blog to do updates on technologies that are off the beaten path that *IW* doesn't traditionally cover and to interact with readers, answer their questions and respond to their mail.

The InfoWorld site (www.infoworld.com) points to InfoWorld-written blogs and vice versa. Udell said *InfoWorld*'s regular news, reviews and features, as well as *InfoWorld*'s writers' blogs, are widely read and commented upon on readers' blogs.

"We know this because blogspace is highly trackable," Udell said. "You can easily see who links to whom and which sites are popular."

"Some in the journalistic, vendor and user communities think that this kind of open, cross-blog conversation is the way of the future,"Udell said. "If that's true, it will change a lot of things, including the nature of tech journalism. I'd like to see InfoWorld.com weave how people react to the site into the site itself. We should help the audience become part of the process." WU

What's a blog?

Commonly called 'blogs,' Web logs are public online journals, Web pages with diary entries ordered from newest to oldest. In other types of electronic chatter, such as Usenet groups and Web forums, one joins a shared public space and takes turns speaking in that space with other members. A blog, however, is one person's or one company's personal arena, where the person or organization writes about subjects that matter to them, referring and linking to other blogs and acknowledging other blogs' references to their own blog.

Corporate blogs can serve a business function

While some private Web logs can be little more than one person's "gigantic vanity press," *InfoWorld* Lead Analyst **Jon Udell** said, corporate blogs serve several higher purposes, including the following:

- Promoting one's company.
- Influencing the thinking of people both inside and outside of your organization.
- Communicating directly with customers.
- Advertising non-proprietary aspects of a company's internal process that can benefit from the collaborative energy a blog can attract.

For more information contact Jon Udell at jon_udell@infoworld.com (or go to http://weblog.infoworld.com/udell/2003/04/29.html).

IDC

continued from page 1

IDG WORLD UPDATE

*VP/Technology Marketing Research **Rich Vancil** has more than 16 years experience, both on the market research side (as VP of marketing at Dataquest and as an analyst with The Ledgeway Group) and in the IT industry including stints as VP marketing at Individual, Inc., and COO at Shareholder.com.*

Faced with the need to provide verifiable returns on marketing investments during tough economic times, technology marketers have gravitated toward those elements of marketing that are more tangible and measurable — including lead generation and web-based marketing. With better evidence of concrete performance for those marketing functions, budgets in those areas are generally on the rise. And by the same token, budgets have decreased for more traditional awareness and brand-building elements such as advertising and events, whose effectiveness is not as easily quantifiable. Tech marketers who want to prove to their CEOs and CFOs the value of integrated marketing — including both awareness building and demand generation — need better tools and information to do so, and that's where the CMO Advisory Service comes in.

Under the direction of VP/Technology Marketing Research **Rich Vancil**, the service began in January with a survey of more than 90 senior technology marketers. "Clearly there is no news in the fact that marketing budgets are being scrutinized and cut," Vancil said. "Of more interest is: why is that happening? We believe that's primarily due to the inability to measure, and then communicate, performance."

Vancil said the survey uncovered marketers' major frustration with the ability to properly measure and communicate the full performance of marketing. "When times were flush, marketers weren't expected to measure. In the recent crunch, they have to. But many tech marketers don't know where to start the process of comprehensive measurement — beyond looking at sales. IDC's goal is to help tech marketers develop a framework for measurement and a clear set of industry benchmarks against which program results can be measured. Benchmarks of marketing spend and performance are just one of the areas where marketers can improve measurement," Vancil said.

While the CMO service will look across the vendors that IDC works with to glean ideas for models of marketing excellence, "We also want to talk to other IDG units that can give us suggestions about best practices," Vancil added.

That is just one way the CMO Advisory Service can build cross-IDG partnerships. Several months ago, IDC shared preliminary results of the study with *Computerworld* and brainstormed how the information would be useful to *Computerworld*'s sales staff and their customers. "We saw that the survey could be used as a relationship-building tool, a way to re-engage customers in conversation," said IDC Group VP/New Business Initiatives **Clare Gillan**, whose group now includes the CMO service.

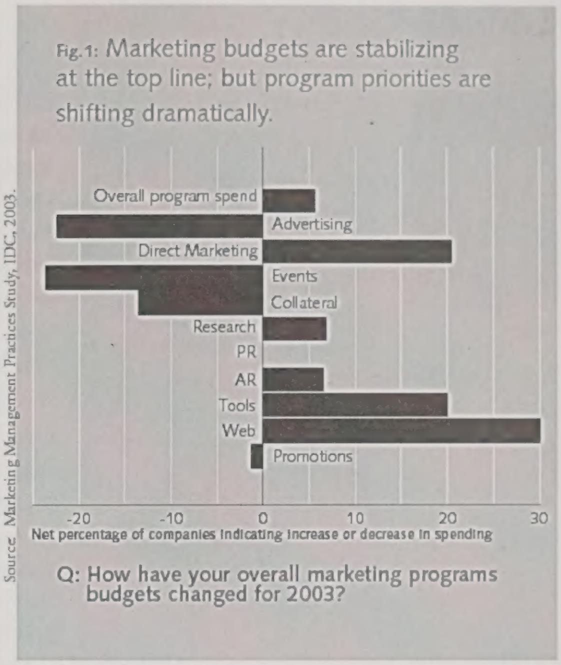


Fig. 1: Marketing budgets are stabilizing at the top line; but program priorities are shifting dramatically.

Q: How have your overall marketing programs budgets changed for 2003?

Source: Marketing Management Practices Study, IDC, 2003.

Allocation of IT marketing dollars has changed as budgets are increasingly scrutinized.

As a result, on April 7 a tip-in of highlights from the "IT Marketing 2003 Trends Report" went to 1,500 comp subscribers on *Computerworld*'s private circulation list who have senior marketing titles at IT firms.

More cross-IDG pollenation is likely to follow. "Discussions are ongoing with CXO Media, and [IDG Senior VP] **Frank Cutitta** has been instrumental in pointing out opportunities with other business units and has been an advisor on the multi-client study," Gillan said. The study, "Measurement and Return on IT Marketing Investment," will enter the research phase shortly and has already been sold to IBM, HP, CSC, Cisco, EMC and Adobe.

Delving into an advisory service such as the one for CMOs is one example of how IDC will realize incremental growth through job-function and vertical industry-focused programs, Gillan said, pointing out the launch of Financial Insights earlier this year as a vertical market example. Other functional groups at IT companies that IDC could potentially assist in the future include sales, operations or finance.

For more information, contact Rich Vancil at rvancil@idc.com. WU

IDC draws on its strengths for new program

None of IDC's primary competitors have anything similar to the CMO Advisory Service, according to VP/Technology Marketing Research **Rich Vancil**.

While there are other kinds of companies that focus on marketing best practices, and there are marketing peer-to-peer networking groups, IDC has a unique perspective. Given IDC's close relationships with IT companies and its research orientation, the company is ideally positioned to leverage its connections to senior marketers, collect data on IT marketing programs, see what works and share best-practices, and understand and develop what marketers need.

noteworthy people

Pruitt

Promotions

Grace Davis, most recently IDC's Global Account Manager and team leader for Microsoft, Intel and HP, has been promoted to VP, Enterprise Major Accounts Sales. "Grace has been successfully employing her unique blend of customer-centric behavior, internal collaboration and unrelenting perseverance at IDC and IDG for more than eight years," said Group VP/Enterprise Sales **Brad Thorpe**. "As both a direct contributor and sales manager, Grace's performance and achievements have been outstanding and include being Sales Person of the Year, being elected U.S. Sales Champion by the analyst community, and joining the elite group of IDC Top Gun sales persons. Based in Seattle, Grace has personally taken IDC's relationship with Microsoft to new and outstanding levels, while also leading the IDC account teams for HP and Compaq to a successful integration of IDC's business with the new HP."

New employees

IDC welcomes Consulting Sales Director **Jennifer Kula** to the Mountain View, Calif., office. She was recently director of business development/consulting and new makets for Probe Research. A graduate of the University of Connecticut with a B.A. in political science, Jennifer enjoys sailing, hiking, travel and reading.

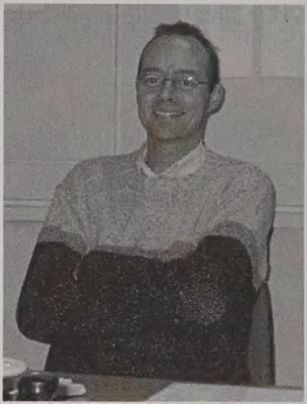
Previously sales director with the Hurwitz Group, **Joe Zeliger** joins IDC in Framingham, Mass., as a senior account executive. He holds a B.S. in business administration from Boston University and enjoys fishing.

Transfers

Scarlet Pruitt, who joined the IDG News Service just over two years ago as a Boston-based U.S. correspondent, has moved to London to fill the open European correspondent slot. This will be her second time living in the U.K., having studied medieval literature at the University of Birmingham while getting a B.A. in English from the University of California at Santa Barbara.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

21 marathons and counting: Dutch charity benefits from runner's feats



RAIMON GORT

IDG Netherlands has donated to the Liliane Foundation for every marathon ***Carel Schrama*** *has run during his 12 years with the company.*

IDG Netherlands Controller **Carel Schrama** completed his first Boston Marathon last month. It was his 21st marathon to date. Schrama's will to make it to the finish line comes not only from his love for running but also from the knowledge that every marathon he completes benefits a worthy cause. The beneficiary is The Liliane Foundation, a small Dutch organization that helps disabled children in developing countries. "I admire what the foundation does, and it helps remind me that all the luxury around me is relative, and that we have to help others if we can," he said.

As it has each time Schrama has run a marathon during his 12 years with the company, IDG Netherlands contributed to his fundraising effort, and he was able to make a donation of 2,000 Euros (US$2,203) to the foundation after the Boston Marathon.

As for the race, Schrama proclaimed it "a great experience — perfectly organized, 500,000 very enthusiastic spectators and good weather — but my toughest ever," probably because of Heartbreak Hill and lesser but still significant hills along the way. Nonetheless, Schrama finished in a respectable 3:57.

Schrama runs one or two marathons a year; his first was in 1988. He will be heading back to the U.S. for his second New York Marathon in November. Contact Schrama at cschrama@idg.nl.

IDG World Update is available via PDF

IDG employees can choose to receive their weekly issue in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

For those readers who prefer HTML text, go to IDG World Update Online at www.idgworldupdate.com. In addition to the weekly issue, there are back issues starting with August 1996, high-res and low-res PDF issues, an IDG events calendar, do-it-yourself classified ads, announcements and a Question of the Week. To access the World Update Online site, use your IDG Central login and password or sign up for one at the site.

attention Framingham staff

Batter up! IDG World Expo would like to connect with other business units interested in a friendly game of softball.

The group has reserved a field on Flag Street, where Massachusetts Bay Community College is located, on Monday nights through the end of August.

For more details contact Operations Manager **John Douglas** at john_douglas@idg.com or tel: 508-424-4812.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15
Joan Kelly *IDG Communications*
Judy Schultz *Network World*

13
Philippe de Marcillac *IDC*
Margaret McAvenia *IDG*

12
Paula DeMeo *IDG*
Ágnes Héjjas *IDG Hungary*
Mandie Johnson *Macworld U.K.*

11
Heather Hudson *IDG New Zealand*
Kimberly Brinson *PC World*

10
Zdena Vratislavova *IDG Czech*
Gerald Wee *Computerworld Singapore*
Sándor Keizer *IDG Hungary*

8
Karen Smalarz *IDG*
Jeroen den Haan *IDG Netherlands*

7
Daniel de Blas *IDG Spain*
Alberta Minkovitz *IDG Research Services*
David Fanning *Macworld U.K.*

6
Pär Rittsel *IDG Sweden*

5
Mindy Lim *Computerworld Singapore*

4
Amy Scott *IDG World Expo*
Deanne Noberini *IT Careers*
Teréz Berényi *IDG Hungary*
Claire Labrousse *IDG France*
Rolf van der Steen *IDG Netherlands*
Denise Watzema *IDG Netherlands*
Alan Stafford *PC World*

3
Santiago Carro *IDG Spain*
Fernando Muñoz *IDG Spain*
Andrew Mo *IDG Hong Kong*
Elizabeth McMahon *IDG World Expo*
Pedro Villafane *IDG*
Tom Schwieters *IDC Hungary*
Takuo Tsukamoto *IDC Japan*
Mattias Johnson *IDG Sweden*
Susanne Johansson *IDG Sweden*
Melvyn Sopacua *IDG Netherlands*
Jim Galbraith *Mac Publishing*
Max Green *PC World*

2
Ilona Juhola *IDC*
Jeffrey Kearns *IDG*
Vanessa Bento Cabral *IDC Brazil*
Cheryl Patfield *IT World Canada*
Takeya Tanno *IDG Japan*
Woody Swarte *IDG Netherlands*

1
Bulcsu Szász *IDG Hungary*
Toshijuki Makara *IDG Japan*
Mascha Ringers *IDG Netherlands*
Samir van Lith *IDG Netherlands*
Derek Butcher *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Professional focuses on leadership development

Designed to help employees throughout the company identify and cultivate leadership skills, the fourth edition of the IDG Professional took place earlier this year at the Warren Conference Center in Ashland, Mass. Above, participants pose for their "class picture." Back row, l-r: ***June Chen*** *(IDC),* ***Max Green*** *(PC World),* ***Daniela Cimino*** *(IDC),* ***Michael Goldberg*** *(CXO),* ***Amy Wrenn*** *(IDC),* ***Abbie Ba*** *(IDC),* ***Gina Bajenaru*** *(Bio-ITWorld),* ***David Ramel*** *(Computerworld),* ***Michael Fahlsing*** *(CXO),* ***Robert Gray*** *(IDC),* ***Bob Rawson*** *(Computerworld),* ***Peter Cohen*** *(Mac Publishing). Third row, l-r:* ***Sara Peterson*** *(IDG Training),* ***Laurie Parsons*** *(IDG Training),* ***Lauren Davis*** *(IDG World Expo),* ***Bronwen Cleary*** *(IDC),* ***Mary Ann Doolin*** *(IDG List Services),* ***Andy Burrell*** *(CXO),* ***Chris Dawe*** *(IDC),* ***Sarah Godbout*** *(IDG),* ***Stan Erhart*** *(PC World). Second row, l-r:* ***Gillian Law*** *(IDG News Service),* ***Keeley Guillerme*** *(Computerworld),* ***Lucie Draper*** *(IDC). Front row, l-r:* ***Mike Brennan*** *(IDC) and* ***Sean Murphy*** *(PC World).*

Address changes in Korea and Philippines

IDC Philippines (WS Research Corp.) and IDG's publishing partner, the WS Computer Publishing Group, have moved to a new office:

3rd Floor, Eurovilla II Bldg.
118 Rufino (formerly Herrera) St.
Legaspi Village, Makati City
1229 Philippines

IDC tel: +63-2-867-2288
IDC fax: +63-2-867-2289

Publishing company:
tel: +63-2-812-8401
fax: +63-2-894-4809

As of May 29, Hi-Tech Information, publishers of the *Computerworld* product line title in Korea, will relocate to the following address:

Hi-Tech Information
4F DaeSeong Bldg.
#32-105 DangSan-Dong 4th St.
YoungDeungPo-Gu
Seoul, Korea 150-805

Summer vacation rentals

The Marketplace section of IDG World Update Online (www.idgworldupdate.com) is a do-it-yourself classified ad forum for employees worldwide. The following vacation rentals were posted recently:

Miami Beach condo.
Ocean views from this 14th floor condo in desirable building on "Millionaires' Row" in Miami Beach, not far from South Beach. Two bedrooms, one-and-a-half baths, full kitchen.

Cape Cod cottage
Dennisport, Mass. Three-bedroom ranch located within walking distance of Nantucket Sound beaches. Sleeps six to eight people. Full kitchen and bath; outside shower, good-size yard with deck and plenty of parking.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by June 3.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* screen sweeps.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

Question of the Week

The majority of last week's respondents to the question "What's the DVD quotient at your house?" have clearly embraced life beyond VHS tapes:

Have several DVD options = 50%
Have DVD player for TV = 25%
Don't own DVD drive or player = 25%

Log on to World Update Online (www.idgworldupdate.com) for this week's question: Do you regularly read blogs?"

The 5th Wave By Rich Tennant

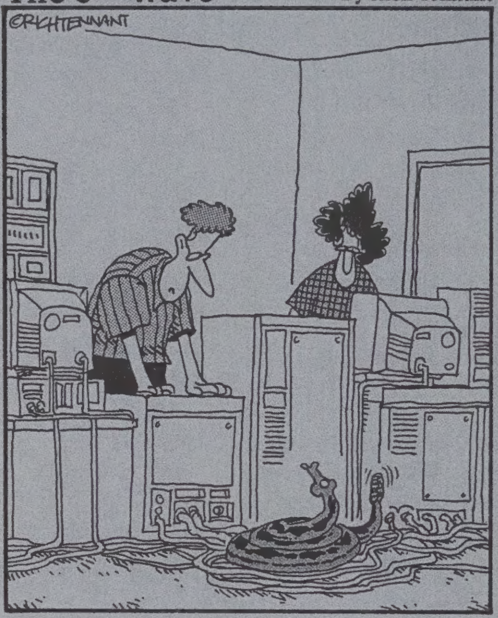


photo finish

IDCers-to-be check out their parents' workplace

*The adults amidst the children are (left to right): Senior Account Executive **Jim Nagle**, Group Operations Coordinator **Kim Muri**, VP of HR & Education **Debbie Bernardi** and HR Manager **Jim Klepper**.*

The Human Resources staff at IDC's Framingham, Mass., office hosted the annual Take Your Children to Work Day last month.

More than 60 youngsters ages 6 to 10 spent half a day having their photos taken for IDC badges, making a team flag à la the "Survivor" TV show, going on a scavenger hunt and enjoying breakfast treats and a pizza lunch.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Jason Tyler *IDC*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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IGS wins prove power of partnering with clients

U.K.-based group drives $1.5 million in incremental business to IDG

IDG Global Solutions EMEA recently announced a number of incremental business wins totaling approximately $1.5 million over the past six weeks.

SARAH OSBORNE

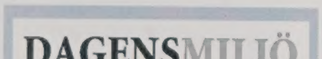
Among those responsible for the recent successes at IDG Global Solutions EMEA,are (l-r): ***Hanne Tuomisto, Matthew Yorke*** *and* ***Karen Blythe****.*

Following on the heels of its award-winning "Always On Internet Infrastructure" campaign for Hewlett-Packard last year (see *IDG World Update* Oct. 7, 2002), IGS EMEA's most recent effort resulted in IDG being the only IT publisher in EMEA selected to participate in Hewlett-Packard's global brand-building campaign. The campaign, which featured various highly recognizable characters and companies including Shrek, Porsche and FedEx, ran in a total of 21 *CIO* and *Computerworld* titles in 18 countries throughout the region during April.

"This campaign was part of a global branding initiative from Hewlett-Packard," said IGS VP Business Development Europe, Middle East, Africa and North America **Matthew Yorke**. "It ran on television, billboards, radio and in the consumer and business press, but IT press was not a priority," he said. However, "as a result of the close relationships we've developed and maintained with decision-makers at the HP EMEA headquarters and its agency, we were given the chance to present a strong case for tar-

continued on page 5

IDG Sweden tests publication focused on environmentally responsible business


DAGENSMILJÖ
AFFÄRSSTRATEGIER FÖR HÅLLBAR UTVECKLING
EN TUFF MATCH
Due diligence avslöjar de dolda riskerna
DEBATT: MILJÖTILLSYNEN ÄR FÖR SVAG – KONKURRENSEN SNEDVRIDS

IDG Sweden's newest publication has received good feedback from potential advertisers. Five more issues are planned for this year.

Looking to carve out a new niche in the business magazine market, IDG Sweden has had promising feedback following the test issue of a new tabloid publication aimed at the intersection of business and the environment. Launched in March, copies of *Dagens Miljö* (*Environment Today*) went to 12,000 CIOs and CEOs in private industry, high-level managers in the public sector and leading politicians who are interested in, as the publication's tagline explains, "business strategies for durable growth."

The new publication focuses on the business benefits of running companies that make a commitment to the environment, ethics and social responsibility. "Asbestos problems, contaminated soil, more severe penalties for breaking environmental laws put increasing pressures on companies and administrations," said IDG Sweden Business Development Direct **Sven-Erik Remmare**. "Durable development has become a business issue. The combination of environment, ethics and finance is an area where the level of knowledge among corporate executives is still low. We can fill that need." *Dagens Miljö* has news from different business sectors focusing on environmental issues and corporate social responsibility, interviews with CEOs, how-to guides, features and case studies.

IDG Sweden decided to enter this niche market following many meetings and in-depth interviews with key figures in sustainable development in the corporate sector and analyzing the competition. Sweden has about a dozen publications that address environmental issues, but only *Dagens Miljö* focuses on sustainable development from a CEO's business perspective. Other publications focus on environment managers or specific businesses; some are published by environmental organizations.

continued on page 7

in brief newsworthy

Three IDG properties recognized as best for marketing messages

Computerworld.com, *Bio-IT World* and *CIO* were recently named to *B2B*'s 2003 Media Top 50, the business-to-business publication's annual list of best venues for placing B2B marketing messages.

Media Power 50
SPECIAL REPORT

Computerworld's site was selected for its Knowledge Centers focusing on niche tech topics; *CIO* was cited for providing top business executives with the hows and whys behind the news; and *Bio-IT World* was called the list's "start-up of the year."

Only 10 journalism Web sites were chosen, including CNN.com, CNET.com and Forbes.com. Among the newspapers selected were *The New York Times*, *The Wall Street Journal* and *The Financial Times*.

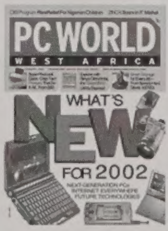
According to *B2B* ("The Magazine for Marketing Strategists," which has more than 45,000 subscribers), two years of recession and tighter budgets have led business-to-business marketers to rely on established brands and integrated marketing for their media buys, as well as analyzing expenditures for the best return on their investment.

BtoB editors evaluated data such as ad revenue and audience and interviewed media buyers, advertisers and industry analysts for their opinions on the most powerful and targeted b-to-b advertising venues. A panel of editors and reporters chose the Media Power 50.

To view the list of winners go to www.btobonline.com/cgi-bin/article.pl?id=10955.

PCW West Africa named official publication at three shows

PC World West Africa has been appointed the official magazine for the three biggest ICT events in its region. The events are CTO 2003 in Lagos, Nigeria (May 5-9), The West Africa Computing, Broadcasting and Telecoms Exhibition and Conference in Accra, Ghana (May 13-17) and Smartcard Expo 2003 in Lagos (July 2-3).



PCW West Africa will publish a daily publication with news highlights and analysis. Extra copies of *PCW West Africa*, paid for by each event's organizers, will be distributed to exhibitors and attendees.

Publisher **Dele Ajisomo** moderated many of the seminars at CTO 2003, and General Manager and Managing Editor **Eunice Sampson** is serving on the organizing committee of Smartcard Expo.

Produced monthly by a staff of 19, *PCW West Africa* is distributed in Nigeria, Ghana, Liberia and Gambia and has a print run of 6,000. Parent company IT Media Group has been a licensee with IDG since 2000. Last year, the publication received the Best IT Print Media Award in Nigeria.

For more information contact Eunice Sampson at eunice@itmg.net.

Time Europe signs on as media sponsor for IDC's European IT Forum

IDC's EMEA marketing group reeled in a big fish recently in its quest to recruit media sponsors for the 13th annual European IT Forum Sept. 29-30 in Paris. *Time Europe*, with an average circulation of 597,000, signed a sponsorship agreement that will greatly boost visibility for the IT Forum and help make *Time* top-of-mind among attendees.

It is the first time *Time Europe* has signed for IDC's flagship event, which this year is expected to attract an audience of 1,000 high-level IT executives, vendor CEOs and representatives from financial institutions, consultancies and the media.

The European IT Forum 2003
IDC's Flagship Event

Among the various terms of the agreement, *Time Europe* will include an IT Forum banner on its Web site (www.timeeurope.com) periodically in the weeks and months prior to the event and there will be language on the site with a link to the Forum site. The magazine will also run a one-time, one-page full-color ad in the print issue, most likely in June, and smaller filler ads on a space-available basis.

In return, *Time Europe* will have prominent signage at the Forum and distribute publications during the event at a tabletop display area. IDC will also have a link from its Web site to the *Time Europe* site beginning in June and through September.

To help seal the sponsorship deal, IDC EMEA cultivated its long-time good relationship with *Time Europe*'s tech editor. Unfortunately, the editor decamped to the *International Herald-Tribune* just before the deal was signed, putting on hold some tentative plans for a special supplement that would highlight subjects to be discussed at the IT Forum. However, potential editorial coverage in advance of the Forum is under discussion.

According to EMEA Marketing Director **Meryl Salter**, IDC aims to limit the number of media sponsors – seven or eight have been the most to date – in an effort to create a sense of exclusivity. "Since the Forum has become such a fixture on so many European IT companies' diaries, it's made it easier for us to partner with top-level publications," Salter said.

The theme of this year's Forum is "The European CEO/CIO Agenda." For more information go to www.idc.com or contact Meryl Salter at msalter@idc.com.

Sign up for your World Update PDF via e-mail today!

IDG employees can now choose to receive their weekly issue in a low-res PDF format via e-mail.

To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

one on one

the interview

Brooke Selby

The director of public relations at IDG World Expo is this week's columnist. Reach her at brooke_selby@idg.com.

Tips for building relationships with media

IDG World Expo's **Brooke Selby** shares some thoughts on building effective working relationshships with the press.

- Be responsive to their inquiries (follow up quickly and professionally) and always respect their deadlines.
- When proactively pitching, hand a journalist an entire story — a compelling angle, proof of your argument, and leads to spokespeople for both sides of the issue.
- Find out how they like to be contacted and stick with that until they tell you otherwise — you know you're building trust when the journalist gives you an unpublished/private number.
- Become a constant, reliable information source by treating them as valued members of your network — offer useful information when they're *not* looking for info for a story and when you're not actively pitching them.
- Work with your spokespeople to ensure they can speak candidly with journalists, instead of delivering canned pitches. The more human your spokespeople are, the more appealing they are to media.

Q Can you explain briefly your primary responsibilities?

A Any given day might involve activities such as: writing press releases, crafting media pitches, managing the relationship with our PR agency, responding to media inquiries, registering media for our events, doing damage control when a negative story runs, brainstorming with colleagues for upcoming events, supporting our exhibitors, writing our internal "WEC Connection" newsletter, working with partner companies on projects, acting as product champion on a couple of brands (as other colleagues do), and advising our spokespeople on key message points. I'm never bored, always challenged, and often chaotic – it's a great mix.

Q Can you talk a little about what makes an effective public relations program?

A An effective PR program considers internal and external business climates, has the ability to change course quickly, builds in realistic milestones and measurements and is iterative. You can never underestimate the role of the environment in which a PR program operates. For example, trade shows are hard-hit right now – while we cannot improve the state of the economy, we can prove why vertically-oriented technology events resonate and remain viable. PR agility is important, because it's costly to continue pursuing an angle that's unlikely to bear fruit. Milestones and measurements help the PR team determine its effectiveness and stay on course; it's easy to get sidetracked by nonessential activities. Those markers also help an effective program build upon its successes and continue its forward momentum. Having the occasional campaign with silence in between just doesn't work. We try to apply lateral thinking, make use of our strongest media relationships, offer up memorable and sometimes controversial spokespeople, and keep an eye out for topical opportunities.

Q What are the most difficult challenges you face as a public relations professional?

A The biggest hurdles are keeping up with the industry, managing expectations and staying within budgets. I mean keeping up with the industry in a very broad sense – our company is in the trade show industry but is also immersed in the vertical industries served by our events. It's impossible to keep up with every story that runs about Linux, the Mac OS, bio-IT, security, etc. The Web effect adds to this complexity…one journalist might act on a tip at 8:30 a.m., and by 10:30 that morning six online outlets have the story posted. Managing expectations is about balancing our proactive and reactive efforts and trying to make sure everyone affected by our PR efforts is on the same page. Not only that, but our internal department of two has to balance out stewardship of existing brands with the demands of launching new events. Budgets are a challenge for obvious reasons, because we all need to do more with less. Fortunately, our departments are more creative than ever.

Q Can you talk a little about dealing with the press?

A Working with the press is an evolving practice, and who — and what — is defined as "media" is changing. Weblogs, for example, have a strong following, so they're now on our radar. We strive to get as much exposure for World Expo as possible, but many media are more interested in who's at our events and what they're announcing. We have the benefit of interacting face-to-face with the media we target, whereas some PR people might pitch a journalist for years without a single in-person interaction. When we're on-site at a trade show, media are our customers – we provide them with free food, a productive working environment and helpful staff. I think that food is the way to a journalist's heart. We've been able to establish a good rapport with many, and they know we will help them with their articles at the show or between shows…even if they don't always write the most flattering things. Ultimately, media know they're dealing with responsive professionals who communicate with them appropriately and lead them to the information they want, so they use us as an ongoing resource.

Q Do you have some sort of rule of thumb for how far in advance you would begin issuing press releases about an event?

A Not really – every event is different. For twice-yearly events, we begin issuing releases up to four months in advance. We might issue one release every three weeks, then increase the frequency as we get closer to the event. For annual events, such as COMNET, the event team will create momentum for the brand in the off season to extend the brand's presence. We look for real news value before writing releases, and if we can't find any we won't write about it because nobody else will. We actually get decent pickup from our releases, and we are in the process of making them more media-friendly by shortening them and reducing adjectives by half in the hopes we can make an impact in the eight seconds we might get from a journalist.

Annual Research Awards honor outstanding IDC contributors

The following annual Research Awards were given last month during IDC's quarterly staff meeting.

- Best-Selling Author, Document
Mark Levitt and **Robert Mahowald**
(Software Research)
"Worldwide Integrated Collaborative Environment Forecast and Analysis, 2002-2006: How Vendors Can Keep the ICE Flowing."

- Best-Selling Author, Bulletin
Matt Eastwood
(Hardware Research)
"Storage Workloads 2001: A Solutions Perspective on New Storage Development"

- Most Popular Author, Document
Richard Heiman and **Dennis Byron** (Software Research)
"IDC's Software Taxonomy, 2002"

- Most Popular Author, Bulletin
David Daoud and **Alan Promisel** (Hardware Research)
"Worldwide PC Forecast Update, 2002-2006 (1Q 02)"

- Tracker Analyst of the Year
Hoang Nguyen
(Hardware Research)

IDC recognizes excellence with Corporate Services Awards

IDC presented its annual Corporate Services Awards at the company's quarterly staff meeting in Framingham, Mass., last month. The winners from the following departments were honored for demonstrating excellence in their specialty area during 2002. Nominations are made by managers and peers, and winners are chosen by IDC President & CEO ***Kirk Campbell*** *and IDC VP/Human Resources & Education* ***Debbie Bernardi****. Excerpts from their nominations appear below.*

Tammy Gilson-Hodge
Assistant Marketing Specialist, Corporate Marketing
Tammy is responsible for managing approximately 40 incoming client permission requests each month. Each involves working with analysts and Sales to ensure the accuracy and proper context and usage of IDC's content. As a key interface to clients, Tammy does whatever it takes to achieve high levels of satisfaction, while protecting the integrity of IDC's brand.

Jill Fioretti, *Benefits Specialist, Human Resources*
When I needed to better understand and access IDC's great benefits program after an accident that put me out of work for a while, Jill was there to lend her expert skills and advice. She handled every issue with professionalism and optimism. When I was discouraged; she was positive. When I was disorganized; she was organized. When I was frustrated; she was calm. Jill made a tough time in my life a little bit easier.

Wade Munson, *Graphic Production Specialist, PS&T*
Wade has made significant contributions to the Publishing group through his superior knowledge of fonts, color management and other prepress considerations. He played a key role in the production of the 2002 fact sheets by creating graphics, formatting individual documents, troubleshooting processes and working directly with print vendors to ensure quality – all while handling his normal (read, "heavy") workload of formatting and design development.

Frank Hare, *Senior Systems Specialist, IT*
Frank has always demonstrated a superb knowledge of server administration and networking. He's also had an expanded administrative role, dealing with many groups who need web assistance. I have observed that people in other groups respect his judgment and opinions, even when it's contrary to what they have said. Frank has built up a lot of credibility over the years because of his knowledge, attitude, and commitment to supporting the goals of idc.com.

Tom Heim, *Director of Finance*
Tom is a top-notch IDCer – over -the-top dedicated to what he does in finance and truly seems to enjoy what he does. Again and again as I am working with client groups I often get completely unsolicited comments about "I worked with Tom Heim to get this process down and he was great."

Coleman Jolley, *Production Manager, IP&S*
The products that I market are the non-traditional products that require special consideration on idc.com. Templates for CIS fact sheets don't work, so alternative measures had to be addressed. Cole has been wonderfully responsive and proactive in helping me edit and post content. It is an on-going process that constantly requires out-of-the-box planning, and Cole has been willing to jump in and make it work all year.

Doreen Francy
Group Operations Manager, Hardware
On top of Doreen's "day job" she always takes the lead in any issues relating to the group operations/managers community. She makes herself available to answer questions and if she doesn't know the answer, she will find the answer, all the while maintaining her pleasant and professional attitude.

Peter Short
Mail Room Supervisor, General Services
Peter was instrumental in the evaluation of potential new software for office assignments. And, for the last quarter of calendar 2002, Peter had to step up to cover additional responsibilities and work load. Peter comes to work with a positive attitude every day, deals with multiple demands and gets an amazing amount done.

Annie Carver
Manager of Product Coordination, Product Management
Annie is always available and willing to provide assistance regarding any product management question. If a service needs to be discontinued, merged, split or combined, Annie will take care of it. If a product follows a non-standard track, Annie will help you navigate the process. She is knowledgeable, reliable and dependable, which are definitely All Star qualities. WU

IDG

Week of May 12, 2003

VP, Business Development (ICI)

IDG Communications is seeking a seasoned, energetic and experienced senior sales executive to manage select accounts among IDG's top twenty domestic customers and their agencies. Candidates must be customer centric, solutions focused, articulate and possess multi-tasking skills with the proven ability to sell IDG's domestic on-line and off-line portfolio to drive revenue and profits to IDG business units. At least seven years of successful integrated sales experience is required, IT industry knowledge with Associate Publisher/Ad Director level publishing, marketing and/or senior level agency account experience an added plus. ***Location: Framingham – MA***
Contact: S. Wu, Fax: 415-978-3277, Email: su-tsen_wu@idg.com

General Services Associate (IDC)

The General Services Group is seeking an Associate to become part of a collaborative, customer-focused team in IDC's Framingham, MA office. This individual will report to the Mail Room Supervisor and provide day-to-day support via work requests and mailroom needs of IDC employees in Framingham, as well as other IDC U.S. offices. Key responsibilities for this position include, but are not limited to: receiving, processing, shipping, and delivering mail and packages throughout four buildings; supporting IDC employees with work order requests and General Services Help Desk calls; providing day-to-day support of conference rooms, including set-up and maintenance of audio visual equipment; executing office moves for individual employees and entire groups; moving PCs, reassembling offices, and installing keyboard trays; hanging white boards and pictures, and moving boxes and chairs to new office locations; making daily trips to the post office to deliver outgoing mail and packages; stocking and maintaining supplies in the kitchens, mailroom, and copy paper locations. As well, this individual will assist in the Copy Center, as needed. To read the full description please visit idc.com. ***Location: Framingham – MA***
Contact: C. Burton, Fax: 508-935-4432, Email: cburton@idc.com

Marketing Intern, Latin America (IDC)

IDC Latin America has established an unrivaled reputation for analysis of the IT, Internet, and Telecom markets in Latin America. Our research group is comprised of over ninety analysts in Argentina, Brazil, Chile, Colombia, Mexico, and Venezuela who are devoted to generating the most authentic and up-to-date information on these markets. Following a commitment to excellence, IDC has pioneered primary research in the countries of Costa Rica, Dominican Republic, Ecuador, Guatemala, Panama, Peru, and Puerto Rico. This distinctive local presence results in the most comprehensive and trustworthy market coverage of the Latin American region. As the Marketing Intern, you will be responsible for streamlining existing Client and Prospect databases, along with providing general support on various marketing projects including Public Relations initiatives. In addition, you will keep the web site up to date following strategic direction, and support in the organization of events, briefings, and meetings. You should have a genuine interest and knowledge of the technology markets, (IT, Internet, Telecommunications). Good communication and interpersonal skills. Knowledge of MS Office software. Bi-lingual English/Spanish with Portuguese a plus. ***Location: Framingham – MA***
Contact: G. Lawrence, Fax: 508-935-4432, Email: glawrence@idc.com

Financial Insights: Internship (IDC)

Financial Insights, a subsidiary of IDC, is seeking an intern to help with the growing custom research demands. This position affords an excellent opportunity to learn about the dynamic financial services industry from the ground up, developing the skills and knowledge base required to develop be a successful analyst at Financial Insights. The initial responsibilities for the intern will be to assist in tasks associated with meeting custom research deadlines and primary data gathering projects associated with the standard research services. These tasks include setting up appointments, organizing information, gathering base level data, and preparing presentations. Knowledge of the financial services industry is highly preferred. Demonstrated writing and spreadsheet skills and a graduate degree are required. Strong communication skills are a must. In addition, the team is seeking an individual with a "can do" attitude who enjoys working collaboratively. ***Location: Framingham – MA***
Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Copy Editor (IFW)

InfoWorld, the weekly trade magazine covering enterprise technology, seeks a qualified candidate to fill a copy editor position. The ideal person will thrive on working in a deadline-oriented team environment. Job responsibilities include: editing copy for grammar, spelling, consistency, and adherence to AP and InfoWorld style; writing headlines and captions; selecting pull quotes; producing pages using Microsoft Word and QuarkXPress; copy editing text charts and infographics; and posting stories on InfoWorld.com. A degree in English (or related field), familiarity with QuarkXPress, and one year of experience in IT publishing preferred. You must demonstrate solid copy editing abilities on in-house copy editing test. Job is on-site in **San Francisco.**
Contact: Email: editjobs@infoworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Building relationships, trust takes time

No other media company has spent as much time building relationships and adding value regardless of short-term pay off as IDG has, according to IDG Global Solutions VP Business Development Europe, Middle East, Africa and North America **Matthew Yorke**.

"For example, VNU's approach is entirely driven by how many ads a vendor places in their publications this week or next," he explained. "IGS, on the other hand, focuses on building relationships with the client, their media agency and strategic agency. We discuss the brand initiatives, possible copy and implications in terms of developing the vendor's message and sales. By sharing data from the market and our own data and expertise, we are able to effectively contribute to the discussion as a media partner, and that gives us — and IDG — credibility.

And of course, having such strong enterprise publications to offer clients gives us an important edge."

IDG Global Solutions

continued from page 1

geting the readers of *Computer-world* and *CIO* who are essentially the core HP customers in its battle against IBM and Dell," Yorke explained. And it worked. "We were delighted to be able to deliver to our EMEA publishers a genuinely incremental campaign that our competitors have watched pass by them with anguish."

A second initiative, also resulting in a 100% market share win for IDG publications, broke earlier this month and was, according to Yorke, a great example of IGS partnering with other IDG business units to leverage the company's strengths. Working very closely with a team from Computerwoche Verlag, "we essentially created a marcomm solution for Hewlett-Packard's Openview division that resulted in an integrated program running across print and online in 18 countries and 15 languages," Yorke explained.

> *"We were delighted to be able to deliver to our EMEA publishers a genuinely incremental campaign that our competitors have watched pass by them with anguish."*
>
> — Matthew Yorke

"What is most pleasing here is the depth of talent we can draw on at IDG," noted Yorke. An IGS team composed of **Phil Christer**, manager business development EMEA; **Hanne Tuomisto**, online senior manager; **Robert Grange**, senior manager international sales; and **Karen Blythe**, media services manager, created and delivered an integrated lead-generation program that has already exceeded customer expectations, Yorke said.

They worked closely with **Achim Schaefers**, custom publishing manager at Computerwoche Verlag. Schaefers marshaled his publication's journalistic resources to produce a supplement that was inserted into IDG publications throughout the region and served as a driver to an HP-branded Web site, created and hosted by the Network World Resource Center and its technology partner Ceonex.com. The site offered visitors a variety of white papers and management briefings and generated more than 400 leads in its first 72 hours.

"*Computerwoche* provided the journalistic expertise for this program with writers who understood HP's intentions and product strategies in this area," Schaefers said. "The constant interaction with the client, IGS U.K. and the agency was essential to the success of the overall project."

"This program has been so successful that IGS has already been briefed on extending the campaign to cover a subset of the Openview division, taking the campaign into late July," Yorke said.

"IGS continues to expand its partnership with ZOI [HP's agency ZenithOptimedia International] and HP through continued dialogue with both client and agency, leading to a thorough understanding of our client's business problems and delivery of innovative communication solutions that deliver above and beyond client expectations," said Elly Floris, ZOI international media account director, HP.

Other recent wins from IGS EMEA include the creation of a point-of-sale supplement for Sun in EMEA and a highly targeted vertical campaign for Inmarsat and repurposed IDC white papers for Canon.

For more information contact Matthew Yorke at matthew_yorke@idg.com.

Emphasizing differences between IDG, competitors a key goal

A key focus for IDG Global Solutions going forward is to work closely with IDG Communications (the U.S.-based sales group responsible for managing client relationships at IDG's top accounts) "to further differentiate IDG from its competition on the tier 1 global accounts with the obvious goal of driving revenues into the business units," according to IDG Global Solutions VP Business Development EMEANA **Matthew Yorke**.

Among the key differentiators that exist between IDG and its competitors, Yorke listed the following:

- The quality of IDG's products.
- IDG's coverage of markets.
- IDG's ability to invest even in these difficult economic times.
- IGS's ability to make it easy to deal with IDG across so many markets.
- The time and energy IGS invests with clients and agencies building relationships and trust.
- The fact that customers deal with IDG at a local, regional and global level, so all elements of the decision-making chain are covered.

"We brief key agencies every six weeks on major technology trends," Yorke explained. "We don't try and sell our products but are helping them to look 5% smarter in front of their clients — that gets the entire agency in the room and is seen as a value add. We also spend a lot of time with clients talking about marketing and not media, and that also builds trust and opportunity."

noteworthy people

IDG WORLD UPDATE

McMillan

New employees

IDC Framingham has hired **Alicia Fuce** as a client service representative. She was previously sales/marketing analyst-administrator with R. G. Shakour, Inc. and supported a sales team of 35 and coordinated and planned events, including a large trade show. She holds an associate's degree in business administration from Fisher College in Boston and enjoys walking, shopping and spending time with family and friends.

Also in Framingham, IDC's Communications Research Group welcomes Senior Analyst **Stephen Elliot**, who most recently worked as a research director at the Hurwitz Group. He has a B.A. in political science from the University of Southern California and has taken courses toward a master's degree in public administration at American University in Washington, D.C. He enjoys basketball, bodyboarding and fishing.

Maricar Lagura joins Network World's San Mateo, Calif., bureau as office manager/sales associate, coming from her role as Web group coordinator with Ziff-Davis. She holds a B.A. in psychology from San Francisco State University, enjoys traveling and the fact that "I found my dream job and dream apartment all in one week!"

IDG World Expo's new sales manager for COMNET is **Joe Mara**, who recently served as the senior account manager of Key3Media's Networld+Interop. He received a B.S. from the University of Massachusetts School of Management and enjoys golf, fishing and music in his free time.

Returning employees

Bob McMillan, formerly editor-in chief of IDG's *LinuxWorld* and a senior editor with *SunWorld* and then editor-in-chief of *Linux Today* magazine, returns to IDG as an IDG News Service U.S. correspondent based in San Francisco. He holds a B.A. in English from York University in Toronto. When he's not writing about technology, he edits "The Semaphore," a quarterly publication for San Francisco's North Beach neighborhood. Away from the office, he works on his graphical novel and enjoys open-water swimming.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Who invented the :-) symbol?

The smiley was created on Sept. 19, 1982, by computer science prof Scott E. Fahlman. In an online post, he suggested that the character string :-), when read sideways, could indicate that a comment was not to be taken seriously. But was that really the first "emoticon"? Maybe not. One Kevin MacKenzie probably fabricated the first smiley in a 1979 e-mail. His unadorned -) was supposed to mean "tongue in cheek." Sadly, MacKenzie's brainchild was promptly forgotten. What a difference a colon makes.

*—as reported by PC World Contributing Editor **Steve Fox** in the June issue*

Coming up

VORTEX
May 18-20
Ritz-Carlton Laguna Nigel
Dana Point, Calif.
www.idgexecforums.com/vortex/index.html

Directions 2003
May 20
Tokyo
www.idc.com.sg/Events/calendar.htm

LinuxWorldExpo/Tokyo 2003
May 21-23
Tokyo Big Sight
www.idg.co.jp/english/expo/index.html

Storage Forum 2003
May 20-21
San Jose Fairmont
San Jose, Calif.
www.idc.com

Enterprise ServerVision
May 22
San Jose, Calif.
www.idc.com

Storage Networking World/ EuroStorage
June 3-6
Cannes, France
www.snweurope.com

eEnterprise Tokyo 2003 (ICe Tokyo and XML 2003)
June 4-5
Aoyama Diamond Hall
www.idg.co.jp/english/expo/index.html

CSO Perspectives®
June 17 - 20
Hotel del Coronado
Coronado, Calif.
www.cio.com/conferences

Java World Day 2003
June 19
Royal Park Hotel
Tokyo
www.idg.co.jp/english/expo/index.html

IBM TotalStorage Solution Seminar
June 25
Grand Hyatt Tokyo
www.idg.co.jp/english/expo/index.html

Macworld CreativePro Conference & Expo
July 14-18
Jacob K. Javits Convention Center
New York, N.Y.
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 4-7
The Moscone Center
San Francisco
www.linuxworldexpo.com

CIO 100 Symposium® & Awards Ceremony
Aug.17 - 19
The Broadmoor
Colorado Springs, Colo.
www.cio.com/conferences

Web Services Conference
Aug. 28-29
Shibuya Marc City
Tokyo
www.idg.co.jp/english/expo/index.html

DEMOmobile
Sept. 17-19
Hilton La Jolla Torrey Pines
La Jolla, Calif.
www.idgexecforums.com

Portable Power Conference & Expo
Sept. 21-23
Moscone Center
San Francisco
www.idgworldexpo.com

CIO Perspectives®
Nov. 2 - 4
J.W. Marriott Desert Ridge Resort & Spa
Scottsdale, Ariz.
www.cio.com/conferences

View the list of IDG-related events on IDG World Update Online (www.idgworldupdate.com) in the Events section. Send additional listings to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Christian Mahler *IDG Germany*

20
Dorothy Adams *IDG Australia*

19
Susan Searle *IDG Australia*

18
Diane LaLumiere *IDC*

17
Pat Kenealy *IDG*

Kenealy

16
Stephen Lennox *IDG Australia*

14
Brian Clarke *IDC*

12
Christopher Norman *IDG U.K.*
Claus Egge *IDC U.K.*
Angelique Bizouarn *IDG France*
Sandrine Garcia *IDG France*

11
Nancy Jonathans *PC World*
Masato Tsuchiya *IDG Japan*

10
Dana Thorat *IDC*
Daniel Kusnetzky *IDC*
José Laco *IDC U.K.*

9
Michael Lasky *PC World*

8
Lisa Radler *PC World*
Nancy Koral *IDG Research*
Christine Rudalevige *Network World*
Tatiana Engurasoff *IDC*
Dorothy Allen *IDC*
Wolfgang Leierseder *IDG Germany*
Jillian Hamilton-Browne *IDG New Zealand*

7
Art Jahnke *CXO Media*

6
Rocco Bortone *Network World*
Christine Tenneson *IDC*
Robert Amatruda *IDC*
Stephen Drake *IDC*

Jahnke

5
Nancy Seuss *InfoWorld Media*
Abby Ba *IDC*
Schelley Olhava *IDC*
Chi Phan *IDC*

4
Chandra Tallman *CXO Media*
Kim Cormican *CXO Media*
John Douglas *IDG World Expo*
Jessica Taylor *IDG World Expo*
Martha Becquer *IDG Global Solutions*
Tomas Gonzalez *IDG Spain*
Silvia Garcia *IDG Spain*
Rikki Kirzner *IDC*
James Nagle *IDC*
Kara Yokley *IDC*
Lionel Lamy *IDC U.K.*
Julia Sprenger *IDG Germany*
Yvonne Engsig *IDG Denmark*

3
Joe Sullivan *CXO Media*
Owen Edwards *CXO Media*
Marc Mirabal *IDG Central Services*
Carmen Rodrigo *IDG Spain*
Joan Zafra *IDG Spain*
William Zhang *Network World*
Francis Chang *IDC Canada*
Alun Davies *IDC U.K.*
Jay Gumbiner *IDC*
Paul Honens *IDC*
Ronald Kaplan *IDC*
Andrew Mayes *IDC*
Susan Feldman *IDC*
Jenny Nieminen *IDG Sweden*

Feldman

2
Brian Buizer *PC World*
Jennifer Duffin *IDG World Expo*
Justin Then *Computerworld Malaysia*
Jun Chen *IDC*
Simon Easterman *PC Advisor*
Alex Gomez *IDC U.K.*
Diana Bonarius *IDG Germany*
Cristina Gualteri *IDG Italy*

1
Tom Ocampo *CXO Media*
Geoff Tan *Computerworld Singapore*
Philip Kwon *IDC Korea*
Julie Anderson *IDC U.K.*
Vera Knötgen *IDG Germany*
Salvatore Braiotta *IDG Italy*

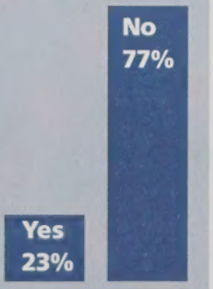
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Question of the week

Respondents to the May 5 question for the most part have not caught on to the Weblog phenomenon.

Log on to www.idgworldupdate.com for this week's question:

How do you keep track of appointments?
Print calendar
PDA
Mental gymnastics



Do you regularly read Weblogs?

Sweden

continued from page 1

"We have received lots of praise about the editorial content of the trial issue from potential advertisers that represent a broad range of companies," said Editor-in-chief **Valter Bengtsson**. "All companies need to market their work in sustainable development, and for the first time they have a channel for direct communication with executives and politicians. Nevertheless, it will take some time to build a large advertising volume since the advertising will mostly be about image building."

The second issue of *Dagens Miljö* will appear in June with future issues set for August, September, October and November. The first two issues contain 40 and 32 pages, respectively, including 10 ad pages.

If the concept catches on, frequency will be 11 times per year. IDG Sweden is in the midst of converting the initial controlled circulation distribution to paid subscriptions and has seen "promising results," Bengtsson said. The first issue was distributed to companies with more than 100 people, but smaller firms will also be an important target market going forward.

For more information on *Dagens Miljö* contact Sven-Erik Remmare at sven-erik.remmare@idg.se or Valter Bengtsson at valter.bengtsson@idg.se. WU

celebrating 10!

Name
Rosemary Trettel

Home
Milford, Mass.

Joined IDC
Dec. 2, 1991 as an administrative assistant.

Current title
Group Operations Manager – I provide office support for our analysts.

Best part of your job
Working with great people and planning special events for our group (wedding showers, baby showers, etc.)

Most memorable moment at work
10th year dinner with **Pat McGovern** – he is an amazing man who goes out of his way to make you feel special.

What's kept you at IDG for 10 years?
The experience of meeting and working with great people. I'm always learning from the people around me.

Best piece of advice you've ever received?
The best way to love your children is to love, honor and respect your spouse.

Interests outside the office
Gardening (especially roses) home decorating, wine tasting, puzzles, playing with our grandchildren.

Family
My husband Steve and I have four children: Mark, Kim, Matthew and Gina and 12 grandchildren.

What's the most rewarding thing you've ever done, in the office or outside
Outside the office my husband Steve and I are involved with preparing couples for marriage. Very often we see them years later and they thank us for time we spent with them. We are also involved with married couples in a experience called Marriage Encounter which is an enrichment weekend that brings a lot of happiness into their lives.

What ability do you wish you had that you don't have?
I wished I had learned to play the piano and violin.

Five people — living or dead — you'd invite to a dinner party
Steve Trettel, (my husband); Pat McGovern, (he is so interesting to listen to and be with); Andrea Bochelli, (he could sing to us); Paul Parent (a person who knows everything about gardening); and all my children and grandchildren (I would love them to meet these people).

*IDC's **Rosemary Trettel** recently dined at Boston's Aujourd'Hui restaurant at the Four Seasons Hotel as the guest of IDG Chairman **Pat McGovern** in recognition of her 10 years of service to the company.*

Your idea of a perfect day alone?
A perfect day for me would be walking or sitting in our gardens enjoying the beauty of nature but I would prefer to have Steve with me.

What disc is in your CD player right now?
Andrea Bochelli (Sacred Aries)

What book is on your nightstand?
A book of romantic poems that Steve gave me when we were first married.

What is your favorite thing to do that doesn't cost any money?
Taking walks in our meadows with our grandchildren.

Favorite vacation spot?
Tuscany

If you won the lottery tomorrow, you would
I would split it with all our children and grandchildren. Give a good donation to the church and then take our family to Italy for a month.

Retirement dreams?
Go to Tuscany for two weeks every year.

Manager's profile
"Rosemary has worked with the Services Group during her 10-plus years at IDC. She is our social director and makes sure we all take time out of our busy schedules to get to know one another. Rosemary truly enjoys the people aspect of her role and fosters a family atmosphere among our group. Rosemary had been looking forward to her anniversary dinner for quite some time and has not stopped talking about the wonderful time she had."

— Virginia Lehr, VP, Services and Verticals Marketing, IDC

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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Techworld fills a gap in the U.K. enterprise market

Newly launched Web resource delivers community forum for IT professionals

"Techworld is about a modern definition of networking, which is much less about cables and routers and more about building enterprise-wide infrastructure."
- Guy Eaton, publisher, Techworld

IDG unveils a new Web resource in the U.K. this week, Techworld (www.techworld.com), that empowers IT professionals, delivers a much-needed community component and includes the mechanisms to generate revenue by delivering highly qualified leads to vendors. The venture represents IDG's first editorial foray into the British enterprise market since the early '90s.

"Techworld is about a modern definition of networking, which is much less about cables and routers and more about building enterprise-wide infrastructure," said Publisher **Guy Eaton**, who also serves as the publisher of *Macworld* U.K. and *Digit* U.K. The tagline for the site is "The infrastructure & network knowledge centre."

(L-R): Editor-in-chief **Max Cooter**, Deputy Editor **John Dunn** and Publisher **Guy Eaton** are the driving force behind Techworld.

Currently, there are no dedicated networking publications in the U.K. — the last one closed in 2002. The enterprise IT press in the U.K. has been largely driven by recruitment with readership based on technology news and strategy, Eaton said, and as the recruitment market has struggled, U.K. publications have focused on the strategic decision maker. "Competition is intense in this sector, leaving a clear opportunity for Techworld to be a local resource for technical information, information sharing and community for the IT professional" he said.

Techworld's audience had sought that kind of resource elsewhere. "*Network World* U.S. told us that when they checked the logs of visitors to their

continued on page 4

IDG taps Yankee Group exec to lead IDG Brazil

José Dário Dal Piaz Jr. most recently served as vice president of Latin America at the Yankee Group's regional headquarters office in São Paulo, Brazil.

IDG last week named a new country manager for its Brazilian publishing operation. **José Dário Dal Piaz Jr.** brings to IDG Brazil an in-depth understanding of the Latin American telecommunications and technology markets as well as extensive experience in defining strategies for companies conducting businesses in the region.

Dário spent the past four years with the Yankee Group, most recently as vice president of Latin America at the company's São Paulo, Brazil, regional headquarters, which he helped establish in 1998. Dário developed the Yankee Group's competitive strategy in the Latin American market, hiring a strong team of directors, managers and analysts who, within four years, had developed more than 60 consulting projects for local telecom operators, IT vendors, service providers and investors.

Prior to the Yankee Group, Dário gained industry experience as a product engineer and product marketing manager at various companies including Equant, Damovo, IBM and Itautec. A sought-after speaker in the local industry, Dário last year delivered more than 100 speeches at IT Leaders conferences, as well as regional shows such as Telecom Forum, Telexpo, Comdex and Wireless World, among others.

"Dário's arrival certainly marks the beginning of a new era at IDG Brazil," said IDG VP International **David Hill**. "He is a young, energetic professional with an in-depth knowledge of the Brazilian IT markets. Under Dário I anticipate IDG Brazil will shift quickly into a high-growth mode, and both our customers and our employees will enjoy the benefits."

continued on page 4

in brief newsworthy

ComputerWorld Chile launches awards program to honor IT innovation

IDG CHILE
Líderes en U
de las TI 20
ComputerWor

ComputerWorld Chile Editor ***Jorge Espinoza*** *(r), presents an award to Rodrigo Picas, systems manager at Farmacias Ahumada.*

ComputerWorld Chile recently tapped into an unmet demand for recognition in the local market amongst the leading users of information technology products with the recent launch of an awards program that drew a larger than expected field of entries.

With assistance from the Chilean Association of IT Companies and the Chilean Chamber of Commerce, the company last month hosted the first annual Leaders in Use of IT awards to recognize public and private companies and organizations for outstanding application of IT in their operations.

The five-member jury included **Ricardo Stevenson**, general manager of IDC Chile, and **Oscar Barros**, director of *ComputerWorld Chile*. Organizations were judged on innovation, technical challenges involved in the project and impact on the business. The awards were presented in a ceremony held last month at the corporate headquarters of Telfonica Chile and reported on in a special edition of *ComputerWorld Chile* that appeared April 23.

Noted *CW Chile* Editor **Jorge Espinoza**, "The success of this awards program ratifies *ComputerWorld Chile*'s leadership position among Chile's IT media and as an IT market reference."

For more details contact Jorge Espinoza at jespinoza@idgchile.cl.

IDG Sweden publishes comprehensive directory for Swedish biotech market

Biotech Sweden AB, a wholly owned subsidiary of IDG Sweden, has produced a comprehensive directory for the Swedish biotechnology and life sciences market.

The Swedish Biotech Industry Guide 2003 includes listings for more than 300 leading biotechnology and pharmaceutical companies, with a brief description of the companies' activities in research and product development. The guide also has 11 editorial pages describing the Swedish biotechnology and pharmaceutical market, with accompanying advertising that helped make the guide profitable.

Listed companies can update their own contact information, revenue figures, number of employees and other information through a companion database available at http://biotech.idg.se/biotech300.

The guide was bundled with the May issue of *Biotech Sweden* for distribution to full-year subscribers only. Prospective subscribers who sign on for a one-year subscription before June 17 will also receive the guide for free. It will not be available on newsstands.

The English-language guide was published in cooperation with the Swedish Trade Council Exportrådet, VINNOVA Swedish Agency for Innovation Systems and Invest in Sweden Agency. Those three partners bought a substantial quantity of the 15,000 copies printed, many of which will be given out next month at the Biosweden Pavilion at the BIO 2003 trade show in Washington, D.C.

BiotechSweden
The Swedish Biotech Industry
GUIDE
2003
EXPORTRÅDET
ISA
VINNOVA

"The guide is an ideal tool for networking, both for investors seeking interesting projects and companies that need partners for product development and distribution," said Editor-in-chief **Fredrik Bernsel**, who noted that several other guides and directories on the market were not as comprehensive. Bernsel is also the chief editor of the year-old *Biotech Sweden*, a 14,900-circulation tabloid produced 11 times a year that provides biotech-related business and finance news and information about related new technologies, products and services.

For more details contact Fredrik Bernsel at fredrik.bernsel@idg.se.

Check out the online IDG Directory

The online IDG Directory is the place to go to find out IDG business unit address listings, products and employee contact information. Look and see if your individual listing is correct, and e-mail any changes to IPS Financial Coordinator **Michele Nealand** (michele_nealand@idg.com, 617-239-7842). The IDG Directory is can be viewed directly at www.idgdirectory.com, via IDG Central (http://idgcentral.com) or as a link on IDG World Update Online (www.idgworldupdate.com).

Want to see more local news? Send it!

The *World Update* editors would like to thank the hundreds of people who took the time to respond to the online *World Update* reader survey several weeks ago. The survey had the best response rate in the newsletter's history; summary results will appear in these pages soon. Many of you said you wanted to see your business unit represented more often or said you wondered if employees could submit articles. All submissions, story ideas and suggestions are welcome. Write to world_update@idg.com.

one on one the interview

Pat Kenealy

The CEO of IDG is this week's columnist. Reach him at pk@idg.com.

> *"Sharing usually works at IDG, centralizing is less fun and usually doesn't work as well."*

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for regular columnists IDG Chairman **Pat McGovern**, IDG CEO **Pat Kenealy** and IDC President & CEO **Kirk Campbell** are accepted on an ongoing basis. All questions are forwarded to columnists anonymously. Write to world_update@idg.com.*

Q **Can you give us a sense of how are we doing financially vs. this time last year?**

A The good news is that IDG made money in the first half of its fiscal year (which ended March 31) and that IDG's operating profits were $13 million better than they were for the same period a year ago, even though IDG operating revenues fell 9% from the same period a year ago. That's a short sentence but a *big* change. We should all take a moment and celebrate this progress and reflect on the hard expense cutting and hard selling behind it. Looking forward at the rest of the fiscal year, I remain very cautious and predict more of the same. For the future, we need to beware the instability of the advertising market and think of alternative revenue streams. When markets improve, if we keep to our current cost structures, profits will boom again. Until then, careful is best, sell hard.

Q **During this difficult time, it has been emphasized that sharing resources is important — resulting in functions such as joint HR, PR and finance and other initiatives created to save costs. The recent announcement of the breakup of Global Comm seems to be another example. Do you believe that centralizing these and/or other functions will be the model going forward?**

A I think you're describing two things in your question. Sharing between IDG business units is very different than when IDG headquarters centralizes a service and tells the business unit managers they *must* use it. Sharing usually works at IDG, centralizing is less fun and usually doesn't work as well. Just as I've asked IDG's business units to look for expense savings and efficiencies in my first six months at headquarters, I've made the same request of all IDG's shared and centralized services managers.

IDG Global Communications was a business unit that built up over time from the remnants of IDG's prior centralized online strategy and a few of IDG's telecom and tech support operations in California. The people at IDG Global Comm worked hard, but the business unit was a hodgepodge of functions that could be done less expensively with better accountability by existing line business units around IDG.

Q **What is IDG planning to do with the Agenda show?**

A Agenda is a valuable brand that stands for a distinguished history of IT industry insight, but it's suffering from a format (three days in a remote luxury resort) that is out of favor with today's U.S. economy, IT market, travel costs and health concerns. We're thinking about what to do with the conference and with the brand and welcome any ideas readers may have.

Q **Do you have any plans to begin visiting the various offices to get to know IDG's employees and to communicate your thoughts on IDG's first-half results, etc.? Is there any chance you will continue the town-meeting-style presentations of the last few years?**

A I'm anxious to meet as many IDG colleagues as I can and have been on the road roughly half the time since I came to headquarters in September. My own personal plan called for me to spend much of my first six months on internal issues and much of my second six months in front of customers. In this, I am "on plan." I'll try to communicate my thoughts more frequently in this column in the future, and will step up my international travel in the months to come as well. Almost all the IDG business unit managers I know hold their own monthly company meetings, and I'll probably appear at those as a guest speaker from time to time rather than hold town meetings of my own. But I *always* answer email: pk@idg.com.

Q **Can you explain the changes you have made to the IDG Executive Committee?**

A I've replaced the old Executive Committee with a smaller group called simply the Management Team. Its members are **Ted Bloom**, IDG VP & CFO: **Colin Crawford**, VP Business Development & Operations; **David Hill**, VP International; **Kevin Krull**, VP Legal Affairs; and **Richard Willoughby**, VP Human Resources. Their job titles should explain where each of them spends most of their time. The group meets weekly to administer the considerable daily business of a media company as big and as global as IDG. I'm confident that this group understands what IDG business units need — and don't need! — and I'm glad to have such an excellent and dedicated team.

Q **Will there be a U.S. sales meeting this summer?**

A There is none planned, but our U.S. enterprise IT publications sales and marketing leaders will be spending lots of time together this summer as we fight one of IDG's most intense national battles versus Ziff-Davis' *eWEEK* and CMP's *Information Week*.

continued on page 5

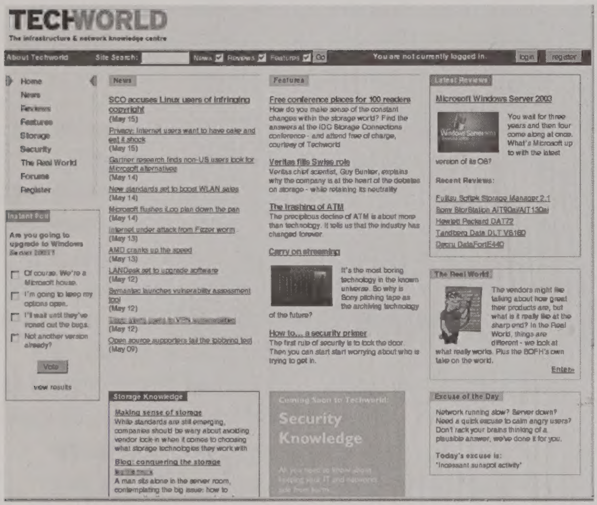
Techworld

continued from page 1

site, the U.K. represented the fourth largest domain," Eaton said. Moreover, more than 10,000 subscribers to *Network World* U.S.' newsletters come from .co.uk, which Eaton estimates is just a fraction of Techworld's potential audience.

"We have a huge opportunity to address this group, and with the help of the Internet we can do it in a cost-effective way," he said, noting that Techworld's staff will serve as a filter on editorial content gleaned from IDG sites abroad and adapt it for the U.K. market.

In addition to Eaton, driving the vision for the site is Editor **Maxwell Cooter**, who served as editor-in-chief of the U.K.'s first networking weekly, CMP's *Network Week*, and Deputy Editor **John Dunn**, another U.K. technology press veteran.



Are you going to upgrade to Windows Server 2003?

☐ Of course. We're a Microsoft house.
☐ I'm going to keep my options open.
☐ I'll wait until they've ironed out the bugs.
☐ Not another version already?

SCO accuses Linux users of infringing copyright
(May 15)
Privacy: Internet users want to have cake and eat it shock
(May 15)
Gartner research finds non-US users look for Microsoft alternatives
(May 14)
New standards set to boost WLAN sales
(May 14)
Microsoft flushes iLoo plan down the pan
(May 14)
Internet under attack from Fizzer worm
(May 13)
AMD cranks up the speed
(May 13)
LANDesk set to upgrade software
(May 12)
Symantec launches vulnerability assessment tool
(May 12)
[illegible]
(May 12)
Open source supporters fail the lobbying test
(May 09)

Free conference places for 100 readers
How do you make sense of the constant changes within the storage world? Find the answers at the IDC Storage Connections conference - and attend free of charge, courtesy of Techworld

Veritas fills Swiss role
Veritas chief scientist, Guy Bunker, explains why the company is at the heart of the debates on storage - while retaining its neutrality

The trashing of ATM
The precipitous decline of ATM is about more than technology. It tells us that the industry has changed forever

Carry on streaming
It's the most boring technology in the known universe. So why is Sony pitching tape as the archiving technology of the future?

How to... a security primer
The first rule of security is to lock the door. Then you can start start worrying about who is trying to get in.

Microsoft Windows Server 2003
You wait for three years and then four come along at once. What's Microsoft up to with the latest version of its OS?

Recent Reviews:
Fujitsu Softek Storage Manager 2.1
Sony StorStation AIT90a/AIT130a
Hewlett Packard DAT72
Tandberg Data DLT VS160
Dataram DataFortE440

The vendors might like talking about how great their products are, but what is it really like at the sharp end? In the Real World, things are different - we look at what really works. Plus the BOFH's own take on the world.

Making sense of storage
While standards are still emerging, companies should be wary about avoiding vendor lock-in when it comes to choosing what storage technologies they work with

Blog: conquering the storage [illegible]
A man sits alone in the server room, contemplating the big issue: how to

Network running slow? Server down? Need a quick excuse to calm angry users? Don't rack your brains thinking of a plausible answer, we've done it for you.

Today's excuse is:
"Incessant sunspot activity"

Techworld's first knowledge center focuses on storage. A security Knowledge Center will debut in June.

Techworld contains network-related news and features articles from IDG's global family of sites in the enterprise sector (*Network World*, *Computerworld*, *InfoWorld* and *CIO*) as well as selected local content, product reviews and how-to pieces (such as "How to Best Use Wireless LANs" and "How to Troubleshoot IP Networks.") A Forums section, which anyone can view but which accepts postings only from those who register with a name and valid e-mail address, enables IT managers to help each other with technical queries.

To access the more exclusive Knowledge Centers, one on storage and another on security to launch next month, viewers register with more detailed demographic data and answer several one-time questions about product purchasing intentions. That data is critical to profiling viewers and targeting appropriate leads to relevant vendors.

On the lighter side, "bearing in mind the anomaly of the British user," as Eaton put it, the Real World section of the site will feature sometimes irreverent guest columnists, a Techworld Management Translator for convoluted marketing speak, and a cartoon character well-known to the country's techies, BOFH (otherwise known as the Bastard Operator from Hell).

The registration required for the Forums and the Knowledge Centers is the first element of the process of profiling users. Beyond that, Techworld is exploring ways to partner with vendors and other clients to offer white papers, either on the Techworld site or hosted by the client, that will provide users with additional information. Clients will gather useful data for potential sales when users are asked to answer several intent-to-purchase questions before they can download the white paper. With the help of IDG Global Solutions, Techworld has already attracted the interest of a major IT vendor that wants to sponsor the first set of white papers.

Techworld is debuting with minimal marketing pomp in a soft launch this week, and outreach to advertisers will begin in earnest as traffic on the site builds. In terms of audience outreach, in addition to a multifaceted e-mail campaign, Techworld is a media sponsor for IDC U.K.'s Storage Connections conference in London on June 26 and is using its e-mail lists for marketing; reciprocally, Techworld will be promoting Storage Connections on its site.

Eaton welcomes feedback from IDG colleagues as Techworld emerges in the public eye. He may be reached at guye@idg.co.uk. WU

IDG Brazil

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Dário holds a B.S. in electrical engineering from Instituto Nacional de Telecomunicações and an M.B.A. from Universidade de São Paulo. He is a member of the Telecom Users Counsil of ANATEL, Brazil's telecom regulator; and coordinator of the American Chamber of Commerce Telecom Group. He is currently finishing a book about the telecom deregulation process in Brazil.

He and his wife, Renise, have two daughters, Giulia, 4, and Sophia, 1. Dário enjoys jogging and surfing (the 'net!), travel and gardening. Dário replaces **Claudiney Santos**, who left the company to accept a position in the PR industry.

Launched in 1976, IDG Brazil publishes *Computerworld*, *PC World* and several other titles and produces seminars and events in the local market.

Dário may be reached at dario@idg.com.br. WU

IDG

Week of May 19, 2003

System Support Specialist (CSG)
The Corporate Support Group seeks a highly motivated individual with exceptional organizational skills to provide desktop and network support for internal and external clients. The candidate should be capable of working with limited supervision and possess excellent verbal and written communication skills. Candidate should have strong trouble-shooting skills necessary to diagnose and resolve Windows based hardware and software problems. The position is responsible for configuration, installation and maintenance/repair of PCs in a busy customer service oriented environment. This position performs daily systems checks, administrative functions, such as ordering equipment and supplies, approving and processing department invoices. The successful applicant will have experience working in a network environment running TCP/IP, Window 2000, XP, Lotus Domino and MS Office. Experience with MS Exchange Server is desirable and 1-3 years experience in a technical customer support role is required.
Location: Framingham – MA
Contact: Email: jcjobs@idg.com

Consulting Manager (IDC)
The Latin America Consulting Manager's responsibilities will include both business development and the execution of IT and Telecom consulting deliverables. This will involve working with clients to understand their particular requirements and needs, "scoping out" project requests, determining and assigning internal resources for each project, developing proposals and managing multiple consulting engagements. It will involve meeting with consulting clients on a regular basis, maintaining rigorous quality control on ongoing engagements, managing regional and in-country resources, and proactively working to develop additional consulting opportunities within major IDC Latin America accounts. The Consulting Manager will also be truly hands on during the project engagement, which may include, among other things, conducting interviews, analyzing data, writing strategic recommendations, finalizing deliverables, and presenting results to clients. 5 + years of business experience in the IT or Telecom industry with at least the last 3 years in consulting. A Master's degree in Business or International Affairs or equivalent, is preferred. Fluency in English and Spanish, with excellent verbal, written and presentation skills in both languages, is required. Some travel of between 10 - 15 % will be required.
Location: Miami – FL
Contact: G. Lawrence, Fax: 508-935-4432, Email: glawrence@idc.com

Regional Sales Manager (IFW)
InfoWorld Media Group seeks a highly motivated sales professional to create a strong presence in the Midwest and Northeast markets. Core responsibilities include creating and developing new accounts and growing existing accounts for InfoWorld magazine. Candidates should have a keen understanding of the technology sector and at least 4 years of experience selling in the tech space. The winning candidate will be a highly effective communicator and negotiator with a proven track record of customer-oriented selling success and a great reputation with advertising decision-makers.
Location: Boston – MA, West Coast, San Francisco – CA
Contact: D. Colford, Email: david_colford@infoworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?

All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, corporate taxes; and Julie Lynch, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center
(Chairman's Office, CEO's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Travel
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services
(G&A, Licensing, IDG News Service, IDG Corporate Communications) *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by June 20, 2003.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ______________________________

Title: ______________________________

Department: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ______________________________ Date: __________

Title: ______________________________

ALL nominations must be submitted by June 20, 2003. Send nominations to Lucy Sheehan, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

Management Roundtable focuses on providing feedback

IDG Training and Development has introduced a new management development series called Management Roundtables. The roundtables are facilitated two-hour sessions that allow managers from across IDG business units to learn and share best practices around a specified management related topic.

The most recent management roundtable called "The Positive Power of Feedback" took place last month in Framingham, Mass., and focused on how to establish and build on-going feedback into a daily management routine. Participants agreed that feedback is a positive motivating factor and necessary for growth, development and productivity. Together, the group discussed the following topics and questions.

What is feedback?

It is important to understand what feedback is, so you can know when it is most appropriate to give it.

Positive feedback reinforces a behavior or action you want to see repeated. When employees meet and/or exceed expectations, positive reinforcement should be used to show appreciation and reinforce the behaviors and actions. Often people are under the assumption that when someone is doing a good job, they know it. That's not always the case. When you see something positive happening, let people know!

Constructive feedback is essential for growth and development. It is feedback that helps employees change a specific course of action, improve an action or behavior, or correct a situation. Although it is often difficult to give and to receive, when both positive and constructive feedback are given on a regular basis, it becomes easier because both parties are accustomed to an on-going dialogue.

Here are a few of the highlights of the best practices tips from IDG managers that were shared in the roundtable:

- **Get to know people.** Each individual is different and has preferences in how he/she receives feedback. Would they prefer feedback in person or in an e-mail; privately or publicly? Ask what motivates individuals and how much feedback they prefer. Are they getting enough feedback?

- **Give timely feedback.** Give feedback as close to the event as possible. The closer it is to the specific event, the more top of mind it will be for both the giver and receiver.

- **Choose the right location, time and place.** Make sure you have enough time to deliver the feedback sincerely without being rushed. Where is the most appropriate place to provide the feedback? For example, passing in the hall or in a scheduled meeting? It is going to be different in different situations and depending on individual preferences.

- **Be specific. Give examples.** What specific action or behavior are you recognizing? Let people know the impact something had and specifically what you want to see repeated or improved.

- **Ask for their suggestions and input.** It is always beneficial to hear things from the other person's perspective. Allow time for the other person to share what he/she thought went well or how he/she thinks they could improve. Be sure to provide options and suggestions to people after giving feedback. What do you want to see them repeat? What do you suggest be done differently next time?

- **Present constructive feedback in private.** Assure confidentiality by providing any type of constructive feedback in a private setting.

- **Follow up after giving feedback.** Keep the channels of communication open after giving any type of feedback. Contact the individual when appropriate to follow up on the feedback.

For more information on the Management Roundtables or to suggest a topic for a future roundtable, contact **Sara Peterson** in IDG Training and Development at sara_peterson@idg.com. WU

One-on-One

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Q **There have been some significant personnel changes implemented since you became CEO in September. Are most of the major changes behind us at this point?**

A The only personnel decisions I really lead involve my staff or business unit managers. On those I can say yes. When we fill the IDG World Expo CEO's job in the next couple of weeks, we'll be mostly done. However, with roughly 30 profit centers around the world, we fill at least a few business unit manager jobs every year. We always try to do so from within, and we try to keep our quality standards high. WU

Coming up

IDC Storage Connections
May 29
Milan, Italy
www.idc.com/events

Storage Networking World/EuroStorage
June 3-6
Cannes, France
www.snweurope.com

eEnterprise Tokyo 2003
(ICe Tokyo and XML 2003)
June 4-5
Aoyama Diamond Hall
Tokyo
www.idg.co.jp/english/expo/index.html

IDC Storage Connections
June 5
Hilton Hotel
Frankfurt, Germany
www.idc.com/events

Business Intelligence Conference
June 9
Radisson SAS Royal
Helsinki, Finland
www.idc.com/events

CSO Perspectives®
June 17 - 20
Hotel del Coronado
Coronado, Calif.
www.cio.com/conferences

Java World Day 2003
June 19
Royal Park Hotel
Tokyo
www.idg.co.jp/english/expo/index.html

IBM Total Storage Solution Seminar
June 25
Grand Hyatt Tokyo
www.idg.co.jp/english/expo/index.html

IDC Storage Connections
June 26
The Carlton Towers Hotel
London
www.idc.com/events

noteworthy people

Timms

Parker

Promotions

Lucy Timms, IDC's director, EMEA Access Program, has assumed the additional role of director, Regional Access Programs. In this role, Lucy will provide management support in coordinating and communicating among the various regional Access Programs including Asia Pacific, CEMA, Latin America, Japan and Canada. This will include assisting on standardizing monthly business and account reviews and sharing best practices among the regions. The additional aim is to encourage global selling and to try to identify new opportunities for the different regions, according to IDC Senior VP **Dennis Philbin**. "In this new role, which is in addition to her current responsibilities, Lucy will draw on her four years of running a highly profitable EMEA Access Group," Philbin added.

New employees

Steve Smith, the new Western regional sales manager for IDG Entertainment, had long been interested in joining the *GamePro* team, and his interest finally became reality this month. He previously held a similar post at CMP Media but had been commuting to California, so "I'm glad to be home," he said. Steve earned a B.A. in marketing from Trinity University. He plays basketball almost daily and video games almost as often.

Lisa Parker has signed on as a graduate trainee at IDG Global Solutions in Staines, U.K. A recent graduate of Manchester Metropolitan University, Lisa earned a B.A. in international business management. Outside the office she enjoys traveling and as proof, recently returned from a five-month sojourn around Australia, New Zealand and Fiji.

Transfers

Wei Wu Cheng is PC World's new contract and billing coordinator, a position she recently held at InfoWorld. She holds a B.A. in Chinese literature from the University of Chong-Qing, China, and is currently working toward an M.B.A. at San Francisco State University. A mother of five (ages 21, 18, 16, 6 and 5) who works 30 hours a week and carries nine university credits while her husband works overseas, she enjoys reading novels with happy endings in what little spare time she has.

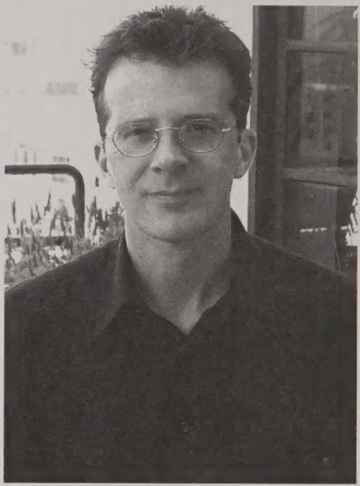
Returning employees

New York Account Director **Peter Mayer** has rejoined *Computerworld* after a stint as corporate sales director for Ziff-Davis Media. He previously worked for *Computerworld* from 1993 to 2002, first as a district sales manager and then as a regional sales manager. Peter has a B.A. in communications from Pennsylvania's Villanova University and enjoys all sports and spending time with his children.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

on the job

IDG News Service West Coast Bureau Chief manages hard-working team



*London native **James Niccolai** has been with the News Service since his days as an intern while attending Boston's Northeastern University.*

Live in sunny California or go home to rainy England? IDG News Service Editorial Assistant **James Niccolai** was given that choice in 1997. Having worked with the News Service while attending Boston's Northeastern University, Niccolai opted for sprouts over stout and signed on as a News Service U.S. correspondent based in San Francisco after graduation.

He became bureau chief a few years later and now oversees the day-to-day running of the bureau, deciding which Silicon Valley events should be covered. He also assigns, writes and edits stories and coordinates news coverage with other IDG publications, along with managing a staff of four. "The biggest challenge is covering all the news and events that happen out here with a relatively small team," he said. "I have a senior correspondent who writes and helps with editing, two correspondents and a copy editor. They work extremely hard and make me look good."

Niccolai said his job requires a broad knowledge of the tech industry, a sense of what's news and a healthy does of skepticism. Not to mention a working relationship with one's alarm clock, because "those CEO speeches in the Valley tend to kick off pretty early and dawn is not a time of day I'm overly familiar with."

Left off the resume

Education: "Twelve years learning by rote in England's Victorian school system;" B.A. in history with a minor in journalism from Northeastern University in Boston.

What do you enjoy most about your job? "Access to people who are making news, being able to call them up and ask, 'So how does it feel to be a millionaire?' or 'So how did you manage to blow your business so badly?' It's a privilege that comes with the job."

Least? "The phone rings all day, and the call I decide to screen is always the one from my boss."

Memorable moment at work? "I was interviewing a woman at a software company recently, and she asked where my accent is from. I told her London and she replied, 'Oh, you don't live very near the Queen, do you?' I took that to mean I don't have a posh accent."

Interests outside the office: Playing guitar (blues and classical), hiking, car camping (i.e. with beer, pillows, etc).

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Bob Wescott *Computerworld*

20
Michelle Reyes *PC World*

Reyes

18
Don Best *IDC*

16
Mary Musgrave *IDC*

15
Vicki Peilen *PC World*

13
Sergio Rizzi *IDG Italy*
Gigi Wang *IDC*
Adele Lee *IDC*

12
Megumi Okamoto *IDG Japan*
Mary Harvey *IDC U.K.*
Trace Weatherford *IDC*
Mike Melenovsky *IDC*

11
Jean Dellarobba *Computerworld*

10
Julia King *Computerworld*

9
Santiago Cruz *IDG Spain*

8
Michael Goldberg *CXO Media*

7
Mari Keefe *Computerworld*
Kate Ward *IDG New Zealand*

6
Michelle Fuller *Computerworld*
Matthew Bennett *Digit U.K.*

5
Peter Smith *Computerworld*
Linda Nilsson *IDG Sweden*
Robert O'Donnell *IDC*

4
John Guloyan *IDC*
Ludmila Kozina *IDC*
Marc Lowell *IDC*

3
Deborah Crimmings *Computerworld*
Robert Mitchell *Computerworld*
Todd Weiss *Computerworld*
Bill Rigby *Computerworld*
Qing Lily Lin *IDC China*
Susan Falck *IDG Sweden*
Andrew Charlesworth *PC Advisor*
Luisa Garcia *IDC*
Brian Bingham *IDC*
Edward May *IDC*
Tom Heim *IDC*
Jennifer Carty *IDG*
Kathy Praisner *GamePro*
Julie Skipper-Pedersen *IDC Nordic (Denmark)*
Annie Slobogan *CXO Media*

Bingham

2
Kevin Gerich *Computerworld*
Anders Huldt *IDG Sweden*
Enrico Pedroni *IDG Italy*
Jiro Hirose *IDG Japan*
Andreas Auer *IDG Germany*
Richard Clooke *PC Advisor*
Terese Patterson *IDG*
Traci Zimmerman *IDG World Expo*
Leigh Mills *IDG*

Zimmerman

1
Philip Kwon *IDC Korea*

Any business unit wishing to have its employees' anniversary dates listed in this column may send the appropriate information to world_update@idg.com.

Get your IDG World Update PDF!

IDG employees can choose to receive their weekly issue of the employee newsletter in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

East/West AIDS Walk Challenge

We are a company of competitors. We want to win. And what better way to show this spirit than for a worthy cause — the 2003 AIDS Walk.

This year, IDG AIDS Walk Team Leaders, **Deb Goldstein** (East), president of IDG List Services, and **Diane Hacker** (West), PC World financial advertising services manager, have challenged each other to a fundraising duel. The team that raises more money will create a hat that the team leader of the losing team has to wear for a day that says "BIG LOSER."

I'm Still Walking.
AIDS Walk
5K Run
Sunday, June 1st, 2003

Here's the information you need to get involved:

- East: Sunday, June 1. 10K walk starts at Boston's Hatch Shell.
Contact: Deb Goldstein at 508-370-0820 or e-mail at deb_goldstein@idg.com
Register Online: aidswalkboston.org – Team #1558.

- West: Sunday, July 20. 10K walk at Golden Gate Park
Contact: Diane Hacker at 415-978-3131 or e-mail at diane_hacker@pcworld.com
Register Online: aidswalk.net/sanfran/index.html – Team #1090.

AIDS WALK
SAN FRANCISCO
JULY 20, 2003

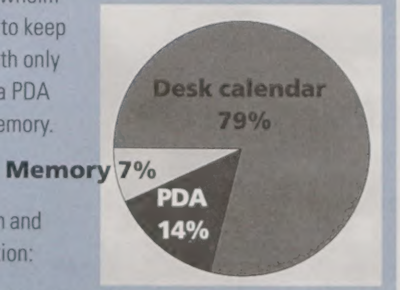
AIDS continues to be a battle that has to be fought. Half of the new HIV infections are among our youth. Cases among women have more than tripled and until there is a cure, prevention and education remain the most important weapons. But these programs cost money and funding continues to be cut so it is up to us to support the organizations that help so many people everyday.

So get in on the action. Call your team leader and say you want to walk and raise money for a winning team!

Thanks to Deb Goldstein for contributing this article. WU

Question of the week

Respondents to last week's question of the week rely overwhelmingly on pencil and paper to keep themselves organized, with only 14% indicating they use a PDA and just 7% relying on memory.



Be sure to log on to www.idgworldupdate.com and answer this week's question:

Should smoking be banned in all public places? Reponses could be: all inside venues, all inside/outside venues, no.

celebrating 10!

Name
Elizabeth Freedman Girioni

Home
Arlington, Mass.

Joined IDC
November 1991 as Group Marketing Manager

Career path
I have been in the "group marketing" role, now renamed "marketing programs" within many research groups at IDC. I began in the Communications and Services group, was dedicated to marketing for Internet-related programs for a year, joined the International group, and then came back to the Services and Verticals Group in 2000.

Current title, what job involves
Marketing Programs Director, Services and Verticals Research. As director of marketing programs, I am responsible for developing a strategic marketing plan to create awareness and need for IDC's Services and Verticals Industry Research programs in the marketplace. My role is to create promotional strategy and develop compelling integrated marketing campaigns in conjunction with research management and other marketing team members to generate demand for our research programs.

Most challenging part of your job
We in marketing are always trying to evaluate the effectiveness of our marketing campaigns so we can determine where to best focus our marketing efforts. Currently, this is a manual process, and we are hoping with new infrastructure enhancements to automate it.

Latest accomplishment
At work: the completion of promoting over 30 forecast and analysis documents from the Services and Verticals Groups. Outside work: As a co-chair of the social committee at my temple, pulled off a Purim party for more than 100 kids and their families.

What's kept you at IDG for 10 years?
The great people and the flexibility I have as a working mother.

Interests outside the office
My family, community volunteer projects, reading and baking.

Family
My husband, Mike, and I have two children – Sam, 6, and Sarah, 4, and a new baby due in early June.

Of what accomplishment at work are you most proud?
Proposing and succeeding in the first job-share (with **Lisa Bloom**) at IDC.

IDC's ***Elizabeth Freedman Girioni*** *recently dined at the Aujourd'Hui restaurant at the Four Seasons Hotel in Boston as the guest of IDG Chairman* ***Pat McGovern*** *in recognition of her 10 years of service to the company.*

Fantasy job
Pastry chef

Five people — living or dead — you'd invite to a dinner party?
My husband, Michael; singer Bono; author Barbara Kingsolver; political leader Nelson Mandela; and National Public Radio reporter Nina Totenberg.

First job?
At 16, I baked cookies and brownies and sold them wholesale to a bakery.

Your idea of a perfect day alone?
Sitting on the beach with a good book.

What book is on your nightstand?
Fast Food Nation by Eric Schlosser

Manager's profile
"Beth is the consummate marketing professional. She is very creative and is always trying new ways to market IDC's research. She is a leader among her peers and the voice of marketing to her analyst colleagues. Beth is incredibly easy to work with and always goes the extra mile to get the job done, displaying a never-ending supply of enthusiasm and commitment. She is a fabulous writer and communicator, never at a loss for words. It is a pleasure to be Beth's manager, and IDC is very lucky to have someone with her loyalty and integrity as an employee."

— Virginia Lehr, VP Business Development/Marketing Services and Verticals

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG World Update

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Storage Networking World succeeds in attracting higher-level audience

Storage Networking World (SNW) Spring 2003, held last month in Phoenix and organized by Computerworld in conjunction with the Storage Networking Industry Association, registered 1,784 storage buyers and integrators, roughly the same number as last year's spring event. However, the difference was in the quality, as the number of higher-level storage buyers with greater buying power at the event increased by more than 70% from April 2002.

BEST PRACTICES IN STORAGE
Sponsored by
BEST PRACTICES IN STORAGE

Computerworld staff who worked on the recent SNW event included (front row, l-r): ***Derek Hulitzky, Mike Mutrie, Leo Leger, Michael Meleedy****. Back row:* ***Joe Mola, Pam Malingowski, Ann Harris, Nanette Jurgelewicz, Linda Bennett, Rick Ciliberto, Lynn Mason, Kate Davis, Ron Milton, Chris Leger, Shari Redan****.*

"Our marketing efforts focused on the reader base – especially senior-level readership – of *Computerworld* and other IDG enterprise publications and alumni who have been to previous CW storage events," said **Ron Milton**, Computerworld executive vice president, Strategic Programs.

CW's Strategic Programs group "assertively" targets very senior-level IT decision makers and storage buyers (among them members of *Computerworld*'s Executive Suite, a community site for senior executives), knowing some will come and others will tell the next level of executives down at their company to attend. "It's a top-down message for the deployment of storage networking," he said, likening it to the pass-along readership of an issue of *CW*, and

continued on page 6

Construction begins on McGovern Institute for Brain Research

Future Home of the
MC ERN TITUT

Pat McGovern *and Lore Harp McGovern at the groundbreaking for the research institute at MIT that will bear their name.*

IDG WORLD UPDATE

Established in February 2000 with a $350 million gift from IDG Chairman **Pat McGovern** and his wife Lore Harp McGovern, the McGovern Institute for Brain Research at MIT is one big step closer to a permanent home. Last week's groundbreaking ceremony for the 140,000 square-foot state-of-the-art research facility was attended by almost 200 IDG employees past and present, MIT officials and graduate students, Institute employees and city leaders.

Noting that there are "few things as powerful as a new academic building," McGovern Institute Director and Nobel Laureate Phillip Sharp told the crowd, "We are literally celebrating the future of science today. Historic moments such as this do not just happen. They are the product of imagination, commitment and hard work, and I thank Pat and Lore for their transforming gift."

When completed, the building, which is scheduled to open in the fall of 2005, will house the laboratories of 16 global leaders in neuroscience whose collective goal is a deeper understanding of the biological basis of human thought and emotion.

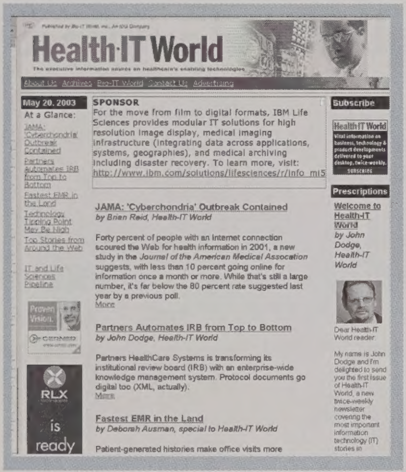
McGovern Institute scientists conduct integrated multidisciplinary research in systems and computational neuroscience, imaging and cognitive neuroscience and molecular and genetic neuroscience. A total of 500 scientists, researchers, fellows and students will occupy the eight-story structure, which will house laboratory, office and teaching space.

At the groundbreaking, Pat McGovern noted that he and his wife had had the opportunity to travel to more than 100 countries throughout the years

continued on page 2

Electronic publication from Bio•IT World focuses on health

Bio•IT World, Inc. last week launched *Health•IT World*, a twice-weekly electronic publication targeted at senior-level technology buyers at leading healthcare, pharmaceutical, regulatory and vendor organizations across the U.S.



Published by Bio-IT World, Inc., An IDG Company

Health·IT World

The executive information source on healthcare's enabling technologies

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May 20, 2003

At a Glance:

JAMA: 'Cyberchondria' Outbreak Contained

Partners Automates IRB from Top to Bottom

Fastest EMR in the Land

Technology Tipping Point May Be High

Top Stories from Around the Web

IT and Life Sciences Pipeline

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JAMA: 'Cyberchondria' Outbreak Contained
by Brian Reid, Health-IT World

Forty percent of people with an Internet connection scoured the Web for health information in 2001, a new study in the *Journal of the American Medical Assocation* suggests, with less than 10 percent going online for information once a month or more. While that's still a large number, it's far below the 80 percent rate suggested last year by a previous poll.
More

Partners Automates IRB from Top to Bottom
by John Dodge, Health-IT World

Partners HealthCare Systems is transforming its institutional review board (IRB) with an enterprise-wide knowledge management system. Protocol documents go digital too (XML, actually).
More

Fastest EMR in the Land
by Deborah Ausman, special to Health-IT World

Patient-generated histories make office visits more

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Health IT World
Vital information on business, technology & product developments delivered to your desktop, twice-weekly.
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Prescriptions

Welcome to Health-IT World
by John Dodge, Health-IT World

Dear Health-IT World reader:

My name is John Dodge and I'm delighted to send you the first issue of Health-IT World, a new twice-weekly newsletter covering the most important information technology (IT) stories in

The Web site for Health • IT World is www.imakenews.com/health-itworld.

Produced by the staff of *Bio•IT World*, along with two contract editors, *Health•IT World* will focus on how IT can be used to enhance medical outcomes, increase patient safety, streamline clinical trials and workflow, and improve productivity and payments. Each issue will include articles on technologies such as storage, supply chain management, security, mobile computing and communications. The publication will feature staff-written articles as well as links to stories from the IDG News Service, *Bio•IT World* and other relevant industry publications and web sites.

"*Health•IT World* expands Bio•IT World's life sciences focus to the $1.3 trillion healthcare market, where U.S. spending is predicted to reach $2.3 trillion by 2008," according to **Alan Bergstein**, senior VP and publisher of both publications. "This market has been under-spending on information technology for decades, especially compared to other vertical sectors such as financial services. Today there is increasing pressure on healthcare IT decision makers to invest in strategic technology solutions to increase workflow efficiencies, cut costs, improve regulatory compliance and heighten the level of safety and care available to patients, and we plan to make *Health•IT World* one of their most useful and trusted information resources."

Health•IT World is initially launching as an electronic publication, with future opportunities for brand expansion into other media vehicles, noted **Morris Levitt**, president & CEO of Bio•IT World Inc. "We have identified a clear need in the healthcare IT industry for a timely, authoritative resource like *Health•IT World* with the strong backing and resources that only IDG can provide," he added.

Among the publication's charter advertisers are Hewlett-Packard and IBM. For more details contact Editor-in-chief **Kevin Davies** at kevin_davies@bio-itworld.com or VP, Marketing & Business Development **Diane Lieberman** at diane_lieberman@bio-itworld.com.

McGovern Institute

continued from page 1

and had been struck by the fact that while most people shared similar hopes and dreams they also often shared a mistrust of their neighbors resulting from miscommunication and misunderstanding that can lead to "terrible conflicts." They became convinced, he said, that the time was right for the establishment of a facility where interdisciplinary study of the brain could lead to breakthroughs in how human beings think and feel, which in turn will improve how they communicate and learn.

A computer rendering of the McGovern Institute, scheduled to open in fall 2005.

Calling the Institute a "tremendous magnet for extraordinary talent," Lore Harp McGovern explained, "Our dream for the McGovern Institute is to make our world a better place." The work of McGovern Institute scientists will "advance our understanding of human learning, communication and health that will result in a significant contribution to improving life the world over," she added.

Though a 1959 alumnus of MIT, McGovern said that fact did not influence the decision to site the institute in Cambridge. The prestigious international advisory board for the project recommended that seven leading research-oriented universities be considered for the location of the McGovern Institute. These universities were carefully evaluated during a three-year period, he explained, and it was the conclusion of the advisory board that MIT represented the "most advantageous collection of existing resources" for the creation of the institute. "Naturally," he noted, "I was pleased that MIT, on its merits, was selected."

DONNA COVENEY/MIT

Enjoying a light moment at last week's groundbreaking ceremony are (from left): MIT President Charles Vest; Robert Silbey, dean of the School of Science; Ann Sharp; Phillip Sharp; Rebecca Vest; Lore Harp McGovern; and ***Pat McGovern.***

For more information, go to http://mit.edu/mcgovern.

the interview

one on one

Debbie Winders

The circulation director for IDG Entertainment, publisher of GamePro and Code Vault, is this week's guest columnist. She began her IDG career in 1987 with PC World and later worked for DigitalNEWS and Network World. Debbie may be reached at dwinders@gamepro.com.

Circulation jargon

New-name effort Subscriber acquisition, as opposed to renewals.

Gift programs donor Someone who buys a subscription as a gift for someone else.

Cover wraps A promotional effort that is attached to the outside of the magazine, usually wrapping around the entire cover.

Premiums Gifts or incentives given to subscribers for purchasing or renewing a magazine.

Award points Redemption points, such as frequent flyer miles, that can be used in exchange for a subscription.

Public place sponsored sales Bulk subscriptions (ABC rules state in quantities of 11 or more) that are purchased by a company — airlines, hotels, retail stores, etc.— and then usually given away free, or with another product, to customers.

Q Does having a largely teenage readership require that you use different circulation tactics than you would for an adult audience?

A Sixty-five percent of *GamePro*'s audience is in the 18-and-under age group, and 95% are male. As you might guess, this demographic is a difficult one to reach. We do very well on the newsstand. On the subscription side, traditional circulation direct-marketing methods do not always work. For instance, we do not do direct mail or telemarketing on new-name efforts. Instead, we rely heavily on non-traditional methods such as retail partnerships, subscription card-in-the-box programs and online partnerships. Gift programs also work well for *GamePro*. The holidays are especially good in the retail gaming market, and, of course, that translates into additional subscription orders for us.

Like any consumer magazine, we compete for space/visibility on the newsstand, and like most magazines we struggle to find new readers. Our renewal and pass-along rates are probably a little better than most, but the length of time we keep a subscriber is a little shorter than what you might see at *PC World* or *Macworld*. That trend is changing, however, since more and more male teens are growing up to be adults who continue to play video games.

Q Given your audience, are renewals easier or more difficult in general?

A I have worked on many magazines in many different markets over the years, and I can honestly say that renewals are never easy, regardless of your audience. The key is to continually test every conceivable method you can think of to get subscribers to renew. As everyone knows, it is always cheaper to renew a subscriber than to replace one. At *GamePro*, we enjoy a renewal rate that is higher than the industry standard, but I believe in large part that is due to our excellent editorial product.

Q What's been your most effective renewal technique?

A *GamePro*'s most effective renewal efforts are those that arrive with the magazines. For instance, cover wraps work really well for us. Not only are they economical, it is one of the best ways for us to reach our subscribers. Unlike a lot of magazines, we have a very good two-year offer up front with no premium. We've tested it against one-year offers with a premium without success. So, not only do we not have to give them the premium, we also don't have to send out additional efforts, and we lock them in for two years!

Q How much do you rely on the Web, online newsstands and broadcast e-mails to increase or maintain your circulation?

A The Web and online efforts work well for the older 18-plus readers, however, the bulk of our audience is under 18 and not a good demographic for this type of marketing. The answer is simple: most kids don't have credit cards, and there is still some resistance from parents to release their credit card numbers for online purchases. It seems contradictory since our demographic is more computer literate, but they're a little too young to buy online. I think marketing efforts for magazines that have an older audience would have better success in these areas.

Q What sort of premiums work best with your readership?

A Our readers want tips on how to beat the games, so editorial premiums work extremely well for us. Anything providing cheats is very popular, and we update them regularly to include all the latest games. We've recently seen a lot of interest from our readers on how to get a job in gaming, so we are currently testing a new premium entitled "How to Get A Job In Video Games" published by GamePro University.

Q How do you try to differentiate your circulation marketing efforts from those of your competitors?

A I don't know that our marketing efforts are that much different from those of our competitors. Our closest competitor, Ziff-Davis' *Electronic Gaming Monthly*, however, reports 5,600 redemptions for award points and over 70,000 public place sponsored sales. *GamePro* currently does not have either on our circulation file.

Q To what extent do you try to direct circulation marketing efforts toward girls? Do you think they could constitute more of your audience?

A There isn't a lot of research available that would support increasing our marketing efforts to girls. As you can see by our demographic, most video game enthusiasts are male. My gut tells me this will change in the future, but unfortunately my gut isn't very scientific.

New packages for existing content boost the bottom line

Three publications find creative ways to repurpose editorial content

Long gone are the days when last month's editorial content was relegated to a dusty magazine rack, never to be seen again. Publishers are seeking new revenue sources to boost their bottom lines, and they don't have to stray far from their own newsrooms to find one viable component.

Repurposing editorial content is a technique that brings in additional revenue not only from the sale of newly constituted editorial products but also revenue when those products are used as subscription premiums, incentives to sell more newsstand issues or vehicles that build visibility for the publication that in turn result in circulation gains.

Here are some examples of how three publications — *CIO*, *PC Advisor* and *PC World* — are reusing editorial content in creative ways.

CIO

Framingham, Mass.,-based *CIO* has had considerable success repackaging editorial content around a particular topic into *CIO Focus* guides. They are time-saving, targeted knowledge kits that combine case studies, research, and real-world details drawn from executives' experiences first told in the pages of *CIO*. Each guide also breaks down the challenges of the topic and includes tips, check lists and an annotated bibliography with print and online resources.

ALBERTO CAPOLINO

*Among the CIO staff who work on the CIO Focus series are (front, l-r): Deputy Editor **Rick Pastore**, Associate Copy Editor **Kelli Gauthier** and Associate Copy Editor **Sarah Johnson**. (Back, l-r): Special Projects Manager **Lynne Rigoli** and Senior Designer **George Lee**.*

"These are not just a collection of existing articles," said *CIO* Deputy Editor **Rick Pastore**. "That has value, but the additional value we offer is to break down those stories into categories and make the information easy to use. It comes together in a package that didn't exist before but is 90% made up of material we've already done the work on."

Since February 2002, *CIO* has produced 16 guides on topics such as *How to Secure Information Assets* and *Making Wireless Work in Business*. The page counts range from 30 to 50 pages. It takes an editor, researcher and designer a total of about eight hours to produce one title. Several guides have already been updated with more current articles, research from recent *CIO* surveys and other material. More than 800 guides have been sold.

An outside copy shop — Kinko's — produces the print version under supervision from *CIO Focus* Designer **George Lee**, while the *CIO* Web team makes it available on PDF. The guides are promoted in *CIO* via house ads, marketed at CIO conferences at a discount and sold online at www.cio.com. Prices range from $195 to $395, with volume discounts and site licenses available. The *CIO Focus* series is free for members of CIO Select, *CIO* magazine's exclusive online community.

Pastore said his team is considering creating custom and prepackaged products based on existing editorial research and also toying with the idea of a hardcover book based on collected columns and essays from the past few years.

For more information, contact Rick Pastore at pastore@cio.com or go to www.cio.com.

PC Advisor

London-based *PC Advisor*, part of the *PC World* product line, reuses selected editorial for *PC Advisor Tips & Tricks*, a quarterly publication edited by *PCA* Deputy Editor **Emma Northam**. With a circulation of 45,000, *Tips* takes a bite-size, quick-reference approach to address problems and questions beginners and intermediate users ask about regularly and provides general productivity and performance-enhancing tips for new and existing software and hardware. The ideas conveyed in a *PC Advisor* feature on digital cameras, for example, may be adapted for a *Tips & Tricks* section on scanning, storing and editing images. Since *Tips & Tricks* is written differently than *PC Advisor*, which has a longer narrative style, the method doesn't save any writing time, but it does save on thinking and research time, said *PCA* Editor-in-chief **Andrew Charlesworth**.

Earlier this year *PC Advisor* began repurposing copy for several local and national U.K. newspapers and publications, not for a fee but to raise the profile of *PC Advisor* and to promote the next on-sale date, subscription telesales number and the Web site. *PC Advisor* courted *British Airways Business Life* and EasyJet's in-flight magazine and the *Chester Chronicle* in the north of England and had several

continued next page

May 26, 2003

Summer Intern - June to August (BIO)
Bio-IT World is seeking a motivated student to participate in a summer internship in our busy editorial department. Duties may include fact checking and information gathering; proofreading; news writing; assisting in the production of Web newsletters; and editing in-house marketing material. Candidate will ideally be pursuing a degree in Journalism or English, with an interest in the life sciences. Internship is unpaid. ***Location: Framingham - MA***
Contact: Email: jcjobs@idg.com

Financial Insights- Director of Sales, AP & Japan (IDC)
Financial Insights is seeking to expand its sales efforts in the Asia Pacific and Japan region with a Director of Sales who has been particularly successful selling hardware, software and/or services (e.g., advisory services, consulting services) to prominent Retail Banks, Investment Banks, Commercial Banks, Brokerages, and Venture Capital firms. Solid success selling to the Hardware and Software Vendor community who service the Financial Services marketplace is also very desirable. This position requires an aggressive "hunter" who will have responsibility to acquire financial institutions, vendors and consultancies throughout Asia and Japan. Strong leadership and management skills and experience is also a "must", as this position will evolve over time with sales management responsibilities. The successful candidate will have a proven track record with "leverageable" relationships. We seek to fill this position immediately and no later than 1 June 2003.
For a full description please visit Financial-Insights.com
Location: Tokyo - Japan
Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

District Sales Manager (NWI)
We are seeking a highly motivated and seasoned sales professional to join our dynamic northern California sales team. This individual will manage a $3 million territory, develop new accounts, and grow existing accounts by selling multiple Network World products to clients and ad agencies. Territory includes Pacific Northwest and select accounts in Northern California that include Cisco, Foundry and Checkpoint to name a few. Ideal candidate must be a highly effective communicator and negotiator and have a proven track record in sales. Knowledge of technology and telecommunications is a plus.
Location: Oakland - CA
Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Digital Pre-Press Technician (NWI)
The Digital Pre-Press Technician will be responsible for the preflighting and trafficking of all incoming ROP and Direct Response advertising for the weekly publication and collateral inserts. This position requires an extensive knowledge of both the Mac and PC operating systems and their respective hardware/software components. Essential software programs include Quark, Illustrator, Photoshop, Acrobat/Acrobat Distiller, and RIP Software, as well as a thorough knowledge of Microsoft Excel.
A basic understanding of other design/web related software packages would be beneficial. The ideal candidate must have a thorough understanding of computer to plate technology with respect to both sides of the printing/publishing industries. HTML, VB Script and /or Apple Script a plus. Strong organization and communication skills are a must. ***Location - Southborough MA***
Contact: E. Cormier, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Content

continued from page 4

meetings with them to work out what they needed that *PC Advisor* could provide.

Business Life wanted a monthly gadget review and a gadget roundup every six months; the *Chronicle* asked for a 350-word news story and a 50-word new product item every fortnight. *PC Advisor* also had an occasional on-demand relationship with the *Sunday Times*, a national paper, and has leveraged that relationship for additional coverage by retaining a part-time PR agent who checks with the paper's tech editor in advance for an editorial calendar and pitches appropriate stories. For the most part, those media use news and consumer product reviews. *PC Advisor* also provides on-demand commentary on IT-related issues to regional and national TV and radio outlets.

TIPS & TRICKS
Scan, edit, save absolutely anything

PC Advisor Deupty Editor ***Emma Northam*** *also edits the quarterly Tips & Tricks, which uses concepts that originally ran in PC Advisor.*

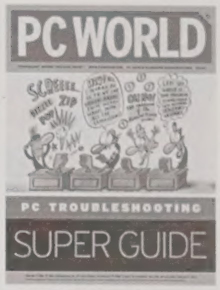
So far the staff hasn't seen any significant increase in newsstand sales. However, as Charlesworth said, "We're competing with between six and 20 other newsstand titles, depending on how you analyze the U.K. market, and what you have to ask yourself is 'Where would sales have fallen to if we weren't raising awareness in this way?' "

For more information, contact Andrew Charlesworth at andrew_charlesworth@idg.com or go to www.pcadvisor.co.uk.

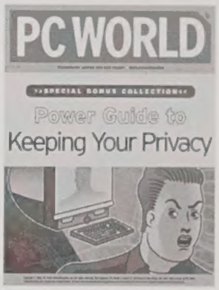
PC World

The staff at San Francisco-based *PC World* has created *Power Guides* and *Super Guides*, two series of Adobe Acrobat-format electronic publications that reuse popular material from the print edition. Introduced late last year, the eight-page *Power Guides* are subscription premiums on such topics as troubleshooting and Windows XP. There are 10 in all; none have ads, but advertisers have expressed interest in future editions. The *Power Guides* have been very popular and a significant marketing tool, said *PCW* Editor **Harry McCracken**. "Since they're repurposed content that's distributed electronically, they're much more cost-effective than other premiums, such as mousepads. It's an economical way to find the new readers we need to keep *PCW*'s circulation healthy."

The fee-based, single-topic *Super Guides*, such as *PC World's Super Guide to Troubleshooting Your PC*, launched in December. They are 14 pages and sell for $5 each, though some future guides will be priced at $7.50. The first three *Super Guides* were originally sold on GnomeTomes.com but will be available on PCWorld.com and on other distribution channels soon. McCracken said the *Super Guides* have sold well given that there's been little promotion to date, though they will be prominently marketed on pcworld.com once they're available there.



PCW's fee-based Super Guides are 14 pages long.



Eight-page Power Guides are subscription premiums.

PC World also bundles a free bonus CD-ROM with newsstand copies of *PCW* four times a year that uses existing print content, such as evergreen tips articles, and online material gleaned from, for example, the best of *PCW*'s e-mail newsletters, and software from *PCW*'s downloads library. For many years the CD was produced by an outside company with no *PCW* editorial involvement. As of January 2003, *PCW* has been working with a new producer, and the *PCW* editors and design team are heavily involved to ensure that the disc is of the highest quality and mirrors the look and feel of the magazine.

"The result is a great CD-ROM that provides a meaningful boost in newsstand sales, and given the tough newsstand environment out there, a few percentage points in sell-through can be incredibly helpful to our bottom line," McCracken said.

While the staff has been "pleasantly surprised by the versatility and shelf life of a lot of the information we provide," McCracken stressed the need to be careful about what kind of content gets repurposed. A review of MP3 players will go stale fairly quickly, while a troubleshooting article will be more likely to remain fresh for months, he said.

Moreover, when repurposing material, it's vital to understand what rights the parent publication has to existing text and images. "Contracts with outside contributors need to make clear that you can reuse material, and it needs to be clear whether you owe them additional payments if you choose to do so," McCracken added.

For more information contact Harry McCracken at harry_mccracken@pcworld.com or go to www.pcworld.com. WU

Coming up

eEnterprise Tokyo 2003 (ICe Tokyo and XML 2003)
June 4-5
Aoyama Diamond Hall
www.idg.co.jp/english/expo/index.html

IDC Storage Connections
June 5
Hilton Hotel
Frankfurt, Germany
www.idc.com/events

Business Intelligence Conference
June 9
Radisson SAS Royal
Helsinki, Finland
www.idc.com/events

CSO Perspectives®
June 17 - 20
Hotel del Coronado
Coronado, Calif.
www.cio.com/conferences

Java World Day 2003
June 19
Royal Park Hotel
Tokyo
www.idg.co.jp/english/expo/index.html

IBM TotalStorage Solution Seminar
June 25
Grand Hyatt Tokyo
www.idg.co.jp/english/expo/index.html

IDC Storage Connections
June 26
The Carlton Towers Hotel
London
www.idc.com/events

Macworld CreativePro Conference & Expo
July 14-18
Javits Convention Center
New York, NY
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 4-7
The Moscone Center
San Francisco
www.linuxworldexpo.com

Bio-IT World Conference & Showcase
Aug. 6-7
Singapore
www.biotiworldexpo.com.sg

SNW

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one that drew "a significant level" of CIOs with greater buying power this year.

CW's Strategic Programs group markets to the IT management of leading U.S. companies and government institutions." That way we know we will get a representative sample of brand-name companies and top-down management attention to the right contacts within those companies," Milton said.

He said Strategic Programs' secret weapon is a web-based market segmentation process (see sidebar below) that combines accumulated event registrations and storage-webzine databases and demographics that are kept for analysis in a data warehouse. "While still rudimentary, we have enough source-code data from web links to ensure we can measure effective vs. less-effective audience development campaigns," he said. "While the Web offers easier tools to link a busy VIP to a free pass, our systems and processes still realize well over $1 million in conference paid attendance each year, almost all through e-commerce."

Milton said the latest SNW event and the one last October – "in a bad economy and in war time" — had the best quality of attendees than any other event in the series. "Our audience development – effectively using web marketing as a strategic audience development tool — proves that what we're doing is working."

C-level speakers, many from Fortune 500 firms, and case studies presented by CIOs representing leading storage users were a draw for this audience. "We're not just marketing to top-level management, we're providing a forum in which they can listen to and learn from their peers," Milton said.

Not only did SNW Spring draw a high level of IT executives, it saw 88 sponsors demonstrating products in the expo portion of the conference. The largest demonstration area was the Interoperability and Solutions Demo, which had 45 companies demonstrating the interoperability of their products across eight theme areas, carrying out tasks such as delivering storage solutions over IP networks, managing a storage network and securing and protecting data.

"The fact that 88 paid sponsors have stayed close to the SNW brand in such difficult times is proof that the brand stands for the industry's most consistent draw of quality IT practioneers," said **Leo Leger**, VP Strategic Initiatives at Computerworld. "The brand extensions to custom publishing in storage are also evident with the publishing of two June white papers during a downturn in the advertising marketplace."

"Storage networking is always a hot topic," Milton said, citing one of the key reasons SNW is able to draw so many attendees to an event held every six months. "The benefits of enhanced data management, data security and data availability know no seasonality," he said.

The next U.S. Storage Networking World will be held Oct. 27-30 in Orlando, Fla. For more details contact Ron Milton at ron_milton@computerworld.com or go to www.snwusa.com. WU

How CW uses web marketing as an audience development tool

Computerworld Strategic Programs is increasingly using web marketing, as it is more cost-effective and more effective in tracking the results of an audience development campaign than traditional direct mail. Results are tallied by building web-based reporting systems behind each campaign that track the number of hits through such details as a successful registration transaction.

"Ultimately, this is more effective for the attendee as we provide informative links and can then customize pricing to the type of link, market, alumni status, etc., so we are essentially doing both community and personalized marketing," said Director of Event Marketing **Derek Hulitzky**. As CW builds to a more sophisticated business intelligence model in the future, continued good results are expected in a competitive market, Hulitzky said.

Here is how the CW team explained the process:

- E-lists are qualified for their applicability based on known demographics (buying power, industry, title, past attendance, and known profile attributes).
- Results are market segmented for similarity and likeness of target message (i.e., specific industry audience may be attracted to particular parts of the agenda content, or demonstrations, specific networking reception, etc.)
- Web infrastructure is set up (the "web catcher's mitt") so that when the specific e-list is served (the "web pitch"), the outbound trail will create a signature that respondents clicking on the link will be captured (via a transparent jump page or equivalent tool) and measured as to a basic view of the advertised content or actually tracked to register for the event.
- In certain VIP cases, the link goes directly to a free VIP registration in the e-commerce based registration system rather than an informational page that links to a paid registration page entering the e-commerce system.
- All web-based campaigns have a digital signature different from the others so effectiveness can be determined and ultimately measured against the original source of the data qualified for marketing use.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16

Michael Deutsch *IDC*

15

Bruce Buckman *IDG New Zealand*
Anthoula Andrisani *IT World Canada*

14

Anthony Doesburg *IDG New Zealand*
Esther Lee *Computerworld Singapore*

12

Randy Ross *PC World*

10

Brian Fuce *CXO Media*

9

Elisabeth Rainge *IDC*
Jim Sullivan *IDG International Publishing Services*

7

Julie Kaufman *IDC Canada*
Jim Westcott *IDC Canada*
Chris Shipley *Network World*
Ann Hall *IDG Australia*
Carolyn Wong *Mac Publishing*
Tom Wailgum *CXO Media*

6

Avneesh Saxena *IDC Hong Kong*
Atsuo Yamamoto *IDG Japan*
Amy Schurr *Network World*

4

Poonan Khanna *IT World Canada*
Richard Green *IDG List Services*
Karen Hulsbos *IDG Australia*

3

Erik Junesjö *IDG Sweden*
Maiko Takahashi *IDG Japan*
Will Head *PC Advisor*
Irene Simental *IDC*
Scott Saunders *IDC*
Helen Han *IDG Australia*
Jennifer Werner *Mac Publishing*
Diego Aguirre *PC World*

2

Keeley Guillerme *Computerworld*
Jesus-Antonio Arroyo *IDC*
Tony Leung *PC World*
Beth DeVillez *CXO Media*

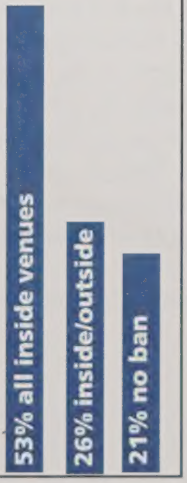
1

Chad Catacchio *IDC China*
Elisabeth Raphel *InfoWorld*
John Udell *InfoWorld*
Meredith Hagan *CXO Media*

Business units may send anniversary information to *IDG World Update* at world_update@idg.com.

Question of the Week

Respondents to this week's question — should smoking be banned in all inside, inside and outside locations or not at all — were overwhelming in favor of prohibiting smoking in all indoor venues. A quarter of respondents were in favor of a complete ban in all public areas, while about one-fifth favored no limits at all.



Be sure to log on to www.idgworldupdate.com and vote on this week's question:

Do you watch "reality TV" shows?

noteworthy people

New employees

Account Representative **Danny Booher** has joined IDC in Mountain View, Calif. Most recently he was a senior account rep at IT Convergence. Danny has a B.S. in supply chain management from Arizona State University and enjoys skiing, golf and participating in triathlons. He is running in the San Diego Marathon on June 1 in memory of a college fraternity brother and has raised more than $5,000 to benefit his friend's newborn son's trust fund.

Nelva Riley joins *Computerworld* as executive assistant to President and CEO **Bob Carrigan**. She comes from Accenture where she had a similar title in the Electronics and High Technology market division, providing support to such clients as Sony, Ricoh, AOL and Time Warner Cable. She holds a B.A. in business administration from the University of Panama and is currently working toward an M.S in training and development at Lesley College in Cambridge, Mass. An outdoor sports enthusiast, she has also for the past three years organized and coordinated the Children's Aid Society of N.Y. golf tournament and silent auction. The event has raised more than $100,000 per year to help children in need in New York City.

JOE MOLA

Riley

Connell Communications has hired **Laura Dwyer** as production manager in its Taste for Life Publications division. She was previously retail manager for Connors Farm in Danvers, Mass., and has worked for Wild Oats Markets and The Hain-Celestial Group. She earned a B.S. in business administration from Salem State College in Salem, Mass., and recently became a certified Kripalu yoga instructor.

Send information for the Noteworthy section to world_update@idg.com.

East/West AIDS Walk Challenge

IDG AIDS Walk Team Leaders, **Deb Goldstein** (East), president of IDG List Services, and **Diane Hacker** (West), PC World financial advertising services manager, have challenged each other to a fundraising duel. The team that raises more money will create a hat that the team leader of the losing team has to wear for a day that says "BIG LOSER."

Here's the information you need to get involved:

- East: Sunday, June 1. 10K walk starts at Boston's Hatch Shell.
Contact: Deb Goldstein at 508-370-0820 or e-mail at deb_goldstein@idg.com
Register online: aidswalkboston.org – Team #1558.

- West: Sunday, July 20. 10K walk at Golden Gate Park
Contact: Diane Hacker at 415-978-3131 or e-mail at diane_hacker@pcworld.com
Register online: aidswalk.net/sanfran/index.html – Team #1090.

AIDS continues to be a battle that has to be fought. Half of the new HIV infections are among our youth. Cases among women have more than tripled and until there is a cure, prevention and education remain the most important weapons. So get in on the action. Call your team leader and help raise money for a winning team!

I'm Still Walking.
AIDS Walk
5K Run
Sunday, June 1st, 2003

AIDS WALK
SAN FRANCISCO
JULY 20, 2003

celebrating 10!

Name
Patrick Gorman

Home
Ashland, Mass.

Joined IDC
November 1991 as a copy editor

Career path since
I started my career at IDC as a copy editor in what was then the production department. I joined the Systems, Storage, and Software Group as a marketing assistant in 1994. In 1998 I became the group marketing manager for IDC's Personal Systems Group. Finally, after some company reorganization in 2000, I entered my current position as Senior Marketing Programs Manager, Hardware.

Most challenging part of your job
Trying to keep up with 30-plus services and countless technologies that are constantly changing.

Best part of your job
I love the diversity. My job allows me to perform a wide range of marketing functions so there's never an opportunity to get bored. In one week I can write a press release on PC displays, design a brochure to promote online gaming research, and pull together a Web conference on the changing landscape of the smart handheld devices market.

Best piece of advice you've ever received?
When I was in my early teens I was playing in a summer baseball league. At some point, I thought it would be a good idea to quit the team so I could increase my hours at work (washing dishes at Ken's Steak House in Framingham, Mass.). My older brother, Peter, told me, "you have the rest of your life to work," and strongly suggested that I stay on the team. Although I didn't really get it at the time, I took his advice and had a great summer. I was 14 years old and that was the last summer I didn't have a full-time job.

Interests outside the office
My family, friends, basketball, battling my lawn, Wifflemania (annual Wiffleball tournament in my back yard).

Family
My wife, Nicole, and I have two beautiful children: Eva, 22 months, and Sam, 3 months. Eva loves her new baby brother and is preparing him for a career as a professional wrestler.

What's the most rewarding thing you've ever done, in the office or outside?
Raising my children. Of course, that may change when they become teenagers.

*IDC's **Patrick Gorman** (left) was the guest of IDG Chairman **Patrick McGovern** at a recent dinner at the Aujourd'Hui restaurant at the Four Seasons Hotel in Boston in recognition of his 10 years of service to the company.*

Fantasy job
NFL punter

As a kid, what did you want to be when you grew up?
Tilt-A-Whirl operator in a traveling carnival. I also wanted to drive an AMC Gremlin.

Favorite movie of all time?
It's a toss up between Casablanca and Jaws 3D.

What book is on your nightstand?
"Bringing Down the House" by Ben Mezrich.

Retirement dreams?
I'd like to live near the beach, improve my golf game, and enjoy every moment with my wife, children and grandchildren.

Manager's profile
"Patrick truly embodies the IDC spirit of insight, integrity and service. Patrick has an exemplary work ethic and has brought our marketing programs to new and higher levels. When he's not crafting a new marketing program, you might be able to find him coordinating a charity sporting event or doting on his two beautiful children. Patrick's caring, genuine nature make him a true team player who is highly esteemed and appreciated by all those that know him."

— Christina Casey, market development director

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Kate Godfrey *PC World*
Robert Kanes *PC World*
Abbie Lundberg *CIO*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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David Korse named president at IDG World Expo

Former Imark CEO **David Korse** will take over at World Expo on June 16.

David Korse, a technology trade show veteran with more than 20 years of industry experience, has been named president of IDG World Expo in Framingham, Mass.

Korse was most recently president & CEO of Imark Communications, an international integrated media firm specializing in the production of b-to-b IT trade events, where he led 300 employees and a $40 million operation producing events in the U.S., U.K., Singapore, Argentina and Canada. Prior to that, Korse was COO of the Institute for International Research Exhibitions where he was responsible for consolidating separate exhibition assets and building centralized exhibition business including new launches, acquisitions and negotiating association management contracts. From 1984 to 1993, he was vice president at Reed Exhibition Companies where he was responsible for more than 40 events in 10 countries.

> *"I've often been somewhat jealous about the opportunity to leverage all the various IDG resources including publishing and research to create competitive advantage."*
>
> *— David Korse*

"I've known and admired both IDG and IDG World Expo since I became a part of the trade event industry," Korse said. "I've become even more familiar with the organizations over the past several years when our headquarters offices [both IDG World Expo and Imark] were geographically close together and as we both produced events in the IT sector." (Up until a year ago when it was moved to Portland, Ore., Imark Communication's headquarters were located in Natick, Mass.)

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Single-topic guidebooks boost bottom line at IDG Italy

PCWorldEXTRA
OPEN SOURCE & Linux

MacworldEXTRA
MAC & MUSICA
MACDVD
2GB
Speciale Musica & Audio

After the successful introduction of a single-topic, pocket-size games guidebook last December, IDG Italy has expanded the number and variety of "Extras" guides as a way to increase reader and advertising revenue.

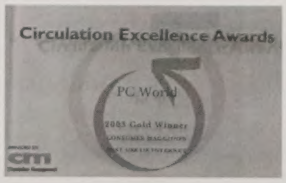
The quarterly *PC World Extras* and *MacWorld Extras* have all-new content written by both IDG Italy staff and freelancers. The first *PC World Extra* on video games was followed in March by a guide on Linux and open source operating systems. The contents included, among other elements, a brief history of the open source movement, comparisons of the main open source applications, Linux installation tips, information on distribution companies and online resources. A bundled DVD included applications, demos and tutorials.

At 196 pages, *PC World Extra/Linux* was the same

continued on page 4

PC World honored for use of 'net in circulation growth

CM, the Circulation Management Magazine, last month awarded *PC World* its Gold Circulation Excellence award for Best Use of the Internet in the Consumer Magazine category, besting the sports title *ESPN The Magazine*, which won the Silver award.



The CM judges had this to say about *PC World*: "A major goal in the *PC World* circulation department has been to find other new direct-to-publisher subscription sources at low cost per orders. It has focused a great deal of energy on the Internet and dropped much less direct mail. This has reduced new business expenses dramatically, while continuing to deliver high quality direct-to-publisher orders.

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in brief newsworthy

China CW joins battle to fight SARS with online forum, cash donation

China Computerworld Publishing and Service Co. (CCWPSC), IDG's largest joint-venture business unit in Beijing, stepped forward with two initiatives last month to help battle the SARS outbreak and provide information for the IT community that is dealing with SARS' consequences.

On May 16, the company held an online forum that was the first of its kind in China, "Fighting Against SARS: Discussing Marketing and Sales." There was a web site with sections set up in advance that included articles from CCWPSC publications, background information from IT manufacturers on how SARS is affecting their business, and other resources.

During a three-hour live session, more than 400 IT executives and sales and marketing managers participated in more than 10 different themed areas, networking with each other as well as corresponding with reporters and editors from CCWPSC's seven publications as well as noted economics and marketing experts.

"The consensus was that IT companies must adjust their business strategies and put a priority on the security and health of their employees, and reserve their resources for post-SARS sales growth," said IDG China Director of Corporate Communications **Karen Ren**.

During the past few months, businesses have cancelled most face-to-face meetings and many companies have instituted work shifts to limit the numbers of people in an office.

Earlier in the month, CCWPSC and its staff donated a total of more than 540,000 renminbi (US$65,782) and 26,000 renminbi ($3,144) worth of PCs for doctors and nurses working in the three hospitals designated to treat SARS patients in Beijing.

For more information contact Karen Ren at karen_ren@idg.com.cn. WU

抗击非典 共话营销
计算机世界传媒集团首届网上客户论坛
中华慈善总会抗击"非典"捐赠仪式
时 间:
2003年5月16日
直 播 地 点:
计算机世界传媒集团

Advertising managers from China Computerworld Publishing and Service Co.'s publications line up in this promotional photo from CCW's Web site that showed the company's determination to fight against SARS. (L-R): ***Wan Xiaoying*** *(CCW University),* ***Niu Hui*** *(China Network World),* ***Gao Yuxiang*** *(China PC World),* ***Ji Maoyuan*** *(CCW Expo),* ***Huang Shengping*** *(Digital Power),* ***Zhang Yu*** *(CCW Online),* ***Yu Lijuan*** *(China CW),* ***Shao Xianhua*** *(CEO &CIO),* ***Dong Kaihong*** *(China CW), and* ***Wang Ying*** *(CCW Research). The photo embedded above them shows CCW Publshing and Service Co. President* ***Shi Huaichang*** *(right) accepting a donation certificate from Fan Baojan, chairman of the China Charity Federation, for CCW's donation to three Beijing hospitals.*

IDG Games Media Group now called IDG Entertainment

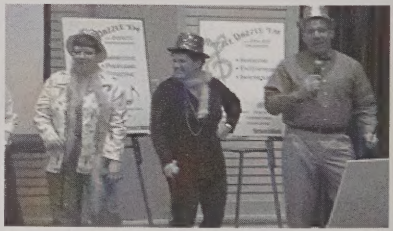
Signaling an expanding strategic focus for the 14-year-old Oakland, Calif., publisher of *GamePro* and *Code Vault* magazines, the company last month announced that it has changed its name to IDG Entertainment. The new name reflects the company's intent to continue its dominance in the video games market while also expanding its reach to other aspects of the entertainment world including movies, music and online.

According to IDG Entertainment President & CEO **John Rousseau**, "This move is part of our overall strategy to aggressively grow our brand by creating new editorial products across multiple streams of entertainment."

Rousseau confirmed that the company will be launching new entertainment titles within the next several months that will target "today's young, digital and tech-savvy generation."

For more information, contact IDG Entertainment Marketing Manager **Sherry Pedrin** at spedrin@gamepro.com. WU

Network World razzle-dazzles 'em at Networld+Interop



Among those who gamely performed the customized rendition of "Razzle Dazzle" at Network World's recent sales meeting were: ***Alonna Doucette****, VP, online development;* ***Evilee Thibeault****; and* ***Tom Davis****, associate publisher, Eastern region.*

Network World held its annual national sales meeting the day before last month's N+I show in Las Vegas. Attendees at the day-long event came together to learn about Network World's revamped events lineup, new brand presentation, and new lead generation tools. A group of intrepid Network World employees helped fan the excitement with a stirring song and dance performance complete with feather boas, beads, top hats, canes and glittery bow ties. Penned by Associate Publisher **Carol Lasker** and sung to the tune of "Razzle Dazzle" from the hit musical *Chicago*, the group exhorted its audience to (among other things):

Give 'em an act that's so splendiferous/Row after row will grow vociferous…
Give them bold custom offers/Stun and stagger 'em…

"It was a great sales meeting and trade show and we certainly razzle-dazzled them [the sales force] and the industry!," said Network World CEO & Publisher **Evilee Thibeault**. "I personally had 12 of the best calls I've had in a very long time, and the reason is we are genuinely starting to hear people talk about coming out of the economic downturn. I feel people are really beginning to plan for the upturn and it's very exciting." All told Network World sales reps logged 65 calls during the weeklong event. WU

one on one the interview

Liu Jiuru
The vice president of China Computerworld Publishing and Service Co. and editor-in-chief of China Computerworld is this week's guest columnist. He may be reached at liu_jiuru@ccw.com.cn.

China Computerworld at-a-glance

Location Beijing

Established 1980 as the first joint venture between China and a U.S. publisher

Print circulation 214, 815

Frequency Weekly

Web site www.ccw.com.cn Daily visitors: 200,000. Weekly page views reach 5-6 million.

Number of employees
132 employees at *China Computerworld* (95 are editors and reporters, 21 sales, 7 marketing, 5 business development and 2 secretaries).

Most recent accomplishment

- The circulation of *China Computerworld* has surpassed twice that of *China Information World*, our major competitive newspaper.
- Among the top 50 advertisers in our market segment, 48 clearly prefer *China Computerworld*.

Q Briefly describe the Chinese IT market.

A Since 1980 when IT was initially applied in some industries, China's information technology industry has enjoyed substantial growth. From 1995 to 2000, the average annual growth rate surpassed 30%. Since 2001, China's IT market has entered into a structural readjustment period. Government organizations are the major purchasers of IT products. However, the consumer market has developed very fast as well, and users are using increasingly sophisticated applications. CCW research data gathered in February shows that the amount of money IT manufacturers earn from the market in China was up to 180 billion reminbi (US$21.7 billion) in 2002, and 203.4 billion reminbi ($24.5 billion) in 2003 with a growth rate of 13%. In terms of products, software that serves the IT industry is enjoying the fastest growth rate. In terms of users, the medical and public health industries (with a growth rate of over 40%), public undertakings such as bridge/highway developments (20%), e-government (17%) and manufacturing (17%) enjoy the fastest growth rates. As of 2002, about 4 million people are engaged in the IT industry in China.

Q Who are *China CW*'s competitors?

A The major competitor of *CCW* in terms of content, target readership and targeted advertisers is *China Information World*, although *China Information World*'s circulation and ad revenues are one-third those of *CCW*. The relationships between *CCW* and daily papers and the business press is competitive as well as cooperative. Competition exists in striving for the latest information and advertisements on the IT industry. However, our advantage is to report on professional IT products and IT applications. Our cooperation with those media, such as co-sponsoring IT events, helps promote the growth of the IT industry from different angles.

Q Does *China Computerworld* work with other IDG China publications and if so, how?

A Yes. The other editors-in-chief and I exchange views on administrative issues and creative measures and whether we have opportunities for cooperation. We also report on various activities held by other IDG publications and sometimes jointly hold symposiums on IT. In addition, *CCW* is planning to set up a China CIO Club, a forum to promote networking among CIOs and build visibility for their role, in cooperation with IDG China and IDC China.

Q What do readers of *China CW* want most?

A Since most of our readers are professionals in the IT industry, including managers, large-scale purchasers of IT products and technicians, they are most in need of three kinds of information: IT development trends, news about the latest IT products and business opportunities and case studies about successful applications of IT.

Q How many applicants do you get for job openings?

A Usually there are 40 applicants for one job opening. At present, one-third of our editors and reporters have majored in journalism.

Q Does *China CW* have any policies for reporters about the importance of being independent journalists and not being influenced by vendors?

A Yes. First, we remind every editor or reporter that his or her first duty is to make every page or every article a good one. Second, it is prohibited for our editors and reporters to be engaged in anything that has to do with advertising. The situation at other publishing companies is usually different. At some publications, advertising managers will evaluate the performance of editors and reporters, and/or editors and reporters are not allowed to write reports that are unfavorable for ad clients.

Q What is your role with the Standing Committee of the China Computer Association?

A I maintain contacts with entrepreneurs, experts and CIOs in the IT industry and invite them to participate in non-profit IT forums sponsored by the government or enterprises. Most people who attend such forums are looking forward to understanding the trends of technological development and meeting the CTOs and CIOs of businesses who are knowledgeable about application trends. In my role as a member of this committee I take every opportunity to publicize *China Computerworld*, help the people I meet understand that *CCW* is the most authoritative information provider in China's IT market, and discover the achievements and demands of experts and entrepreneurs so that *China Computerworld* can report new developments in a timely manner.

Q How is the SARS crisis affecting the daily business of producing *China Computerworld*?

continued on page 4

Coming up

Business Intelligence Conference
June 9
Radisson SAS Royal
Helsinki, Finland
www.idc.com/events

Java World Day 2003
June 19
Royal Park Hotel
Tokyo
www.idg.co.jp/english/expo/index.html

IBM TotalStorage Solution Seminar
June 25
Grand Hyatt Tokyo
www.idg.co.jp/english/expo/index.html

IDC Storage Connections
June 26
The Carlton Towers Hotel
London
www.idc.com/events

Macworld CreativePro Conference & Expo
July 14-18
Jacob K. Javits Convention Center
New York, NY
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 4-7
The Moscone Center
San Francisco
www.linuxworldexpo.com

Bio-IT World Conference & Showcase
Aug. 6-7
Singapore
www.biotiworldexpo.com.sg

CIO 100 Symposium® & Awards Ceremony
August 17 - 19, 2003
The Broadmoor
Colorado Springs, Colo.
www.cio.com/conferences

Web Services Conference
Aug. 28-29
Tokyo
www.idg.co.jp/english/expo/index.html

Extras

continued from page 1

size as its predecessor but with fewer ad pages (about 25), given the smaller size of the Linux market. The 26,000 copies sold on the newsstand and the 30% profit were just slightly above that of the videogames issue.

The first two *MacWorld Extras* had 32 pages, 14 of which were advertising, and were also profitable. January's issue focused on the best of shareware, freeware, demos and updates for the Mac and sold 7,000 copies of the 12,000 copy print run. The April edition addressed digital audio for consumers as well as those who create and edit music professionally. Both issues included DVDs, and the digital audio DVD represented many firsts for both the consumer IT market and the music magazine market in Italy (see sidebar at right).

The June issues for both *Extras* brands will be digital photography and videography, and there will be special rates for advertisers who choose to run ads in both publications. IDG Italy is selling ads in *Extra* at a slightly lower rate than the parent publication's rate card and is offering a range of ad packages that combine ads in *Extra* with those of *MacWorld Italia* or *PC World Italia*.

MacWorld Italia's Digital Audio DVD breaks new ground

The *MacWorld Extra* digital audio DVD was the market's first DVD with software for musicians and the first totally devoted to Mac software. Moreover, several companies provided special editions of their software exclusively updated for and personalized for *Macworld Extras* readers; such specialization was also unprecedented. Many of the applications displayed the *MacWorld* logo on their opening window. Among the exclusive enhancements were three VST plug-ins from Nomad Factory and new functionalities for Elemental Audio's Inspector 1.05 program. Other software houses provided large collections of commercial audio samples at no cost.

MacWorld Italia Editor **Enrico Lotti** said the companies' willingness to contribute the software and songs for free in exchange for high visibility amongst readers was a sign of *MacWorld*'s strength in the market. Lotti credited contributing freelancer **Jurij Gianluca Ricotti**, a musician and producer with close ties to the music industry, for collecting the DVD content.

IDG Italy plans a total of 10 *Extras* in FY03. For more details contact Marketing Assistant **Claudia Cavalleri** at claudia_cavalleri@idg.it.

Liu Jiuru

continued from page 3

A SARS came suddenly and affected everybody's work and daily life. Especially the 20 days before and after May 1, we could not conduct face-to-face interviews with colleagues in the IT industry, nor could we communicate face-to-face with ad clients. As a result, the collection of articles and information in our newspaper has been greatly affected, in part because many of the people we deal with were confined to their homes as a precaution and did not have the right equipment at home to conduct business. Ad revenue has been affected as well, because most of the IT manufacturers suspended or postponed their marketing and promotion activities. The ad pages in the May 12 and May 19 issues decreased one-third over the same period of last year. While the ad situation is improving, revenue has not risen to the same level as last year.

We took various measures to prevent our employees from getting infected by SARS. Employees worked in shifts, with some working at home, conducting interviews and communicating with ads clients via telephone or e-mail; others would come to the office to do design and layout. Employees sent their daily work reports to the editor-in-chief at 6:00 p.m. every day via e-mail. The report included tasks assigned by the manager and what the employee achieved as well as the temperatures of the employee and family members — the government required employers to monitor employee temperatures, but *CCW* went one step further to make sure employees were not at risk. Fortunately, none of our employees have been infected by SARS. Since May 15 we have not had people working shifts, though employees still monitor their own temperatures.

Q As someone who has mentored many of the managers at *China CW*, what tips can you offer to others who want to be good mentors?

A Contribute more than your employees, think ahead of your employees and influence your employees with passion and confidence. The secret of my success is to continually learn what my readers and those from the IT industry care most about and what they need most. Every year I meet with more than 200 presidents of IT enterprises and exchange views directly with more than 300 readers.

IDG

June 2, 2003

Account Manager (CWI)

Computerworld is seeking an Account Manager to own "B" and "C" level accounts, work with an Account Directors on "A" level accounts, pursue assigned advertising sales opportunities and prospecting territories, use solutions-selling techniques to create powerful sales and marketing strategies, and grow existing business from Computerworld customers. Heavy current emphasis on print advertising, but requires the selling of multiple Computerworld products (print, online, research, custom publishing, events, etc.) to customers and their advertising agencies. Advertising sales experience is required, preferably in the IT industry. Contacts in the computer industry a plus. Knowledge of technology industry is also desired. Requires excellent verbal and written communication, superior organizational skills, and strong self-motivation skills. Closing skills and collaborative, creative problem-solving teamwork are also a large part of the job. A minimum of 3-5 years of experience in customer-focused sales environment and a Bachelor's degree or equivalent work experience are required. ***Location: Paramus – NJ***
Contact: Email: jobs@computerworld.com

Senior Survey Analyst (IDC)

IDC's Latin America Group, based in Miami Florida, is seeking a Senior Survey Analyst to work with the Hardware, Software, Telecom and Consulting teams. Job Responsibilities: Working with internal (IDC) and external (IT vendors) clients to understand their specific needs and then help them design surveys that obtain the best data possible. Managing survey design, testing, and fieldwork. Managing surveys in 3 different languages simultaneously (Spanish, English, Portuguese) Managing multiple types of surveys (Telephonic, Internet, and perhaps moving into areas like focus groups in the future, etc.). Managing and negotiating with multiple contractors to complete survey process (Survey houses, translators, statistician, list brokers, etc.). Working with IDC country offices (specifically Mexico and Brazil) to better align survey efforts across the region. Continuing to build and manage IDC's corporate panel of IT decision makers. Analyzing survey results to provide insight into "messages" behind data and educate analysts in how to interpret data. Pushing results analysis to new levels through analyses such as conjoint, regression, and cluster. **To read the full description please visit idc.com** .
Location: Miami - FL
Contact: G. Lawrence, Fax: 508-935-4432, Email: glawrence@idc.com

Director, Corporate Public Relations (IPS)

IDG is seeking a Director of Corporate Public Relations to provide strategic counsel on PR issues, generate high levels of visibility for the firm, and build strong relationships with top tier business press media. The PR Director will be responsible for developing a PR strategy and annual plan for IDG, collaborating with PR contacts at other IDG business units, and delivering strategic communications counsel to the Chairman, CEO and executives. The PR Director will also oversee the content and messaging for corporate websites, track and analyze IDG coverage in the press, write corporate press releases and serve as the first point of contact for media professionals. Ideal candidates will have 8-10 years of progressive experience in corporate communications and media relations as well as a Bachelors degree in PR, journalism or communications. Strong written and verbal communications skills are critical and high-tech, publishing or agency experience is preferred. ***Location: Boston – MA***
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Business Development Director (GMG)

IDG Entertainment, publisher of GamePro magazine, the leading multiplatform gaming magazine and 2nd most popular male teen magazine in the America, and Code Vault magazine, has an exciting opportunity for a seasoned Business Development Director. Responsibilities include formulating, negotiating, executing, monitoring and maximizing the success of any and all partnerships that are designed to grow circulation and online traffic, strengthen the brand and generate revenue for the company's current and new print and online properties. Candidates must be customer centric, solutions focused, articulate and possess multi-tasking skills with the proven ability to grow print circulation and online traffic, and drive revenue and profits. Candidates must have a minimum of 7 years of sales, marketing, and business development experience. Print publishing, electronic entertainment and/or entertainment industry experience is preferred. Knowledge of audience development and project management is a plus. Position is based in Oakland, CA and requires extensive travel. **For consideration, please send your resume, cover letter and salary requirements to: Kristin Shackelford, HR Specialist, IDG Entertainment, 555 12th St, Ste. 1100, Oakland, CA 94607; Fax: (510) 768-2701. To submit your resume electronically, please email to jobs@gamepro.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Variety of tactics boost online circulation effort

Shawne Burke Pecar, PCW VP, Consumer Marketing, listed the following as some of the ways PC World focused its circulation efforts on the Internet in 2002:

- New flash site pop-up ad generated 33% of online orders.
- A prominent ad in the upper right-hand column of the PC World home page (www.pcworld.com) generated 17% of online orders.
- A prominent link in the upper right-hand column of all other Web pages generated 7% of online orders.
- Links in the "Magazine" area of the site generated 7% of online orders.
- Renewal links generated 9% of online orders.
- A "*PC World* Magazine Subscriptions and Services" area generated 5% of online orders.
- Ads in the daily and weekly PCWorld.com e-mail newsletters generated 5% of online orders.
- Gift subscription links generated 3% of online orders.
- A "Subscribe to the Magazine" link in Web page footers generated 3% of online orders.
- Despite limited availability due to sales to paid advertisers, house banner ads generated 2% of online orders.
- An exit pop-up on subscriber pages generated 2% of online orders.
- International links generated 2% of online orders in 2002.

PC World

continued from page 1

Its most profitable online orders come from its own Web site. In 2001, order production from its Web site increased by 31% over 2000. In 2002, the magazine increased online order production by 30% over 2001. In 2002, *PC World* received 79% more online orders from its Web site than from insert cards in the magazine."

Part of *PC World*'s success came from promoting subscription premiums such as the 10 free *Power Guides* in PDF format (see *IDG World Update*, May 26, 2003). "This premium is delivered instantly online after a subscription order is placed," said PCW VP, Consumer Marketing **Shawne Pecar**. "We provide a link on the Thank You/Confirmation Order page, which takes subscribers to a special page where they can download all 10 *Power Guides*." She noted one major benefit of this new premium: "There is no cost to print, fulfill, or send these *Power Guides*, so we are seeing significant savings in our premium spending."

This February, a new embedded subscription order form was included in the redesign of PCWorld.com, appearing at the bottom of each web page. Pecar said the order form has increased monthly order production by 30% and generates the greatest number of orders on the site (40% of online orders).

"This was a real team effort by everyone in consumer marketing," Pecar said. "Plus, we could not have done it without all the help from edit, art, audience development and web site staff. I was very pleased to see that *PC Magazine* did not win anything this year nor did any of our other competitors."

For more information, contact Shawne Pecar at shawne_pecar@pcworld.com or go to http://circman.com/ar/marketing_circulation_excellence_awards_8/index.htm.

WU

IDG WORLD UPDATE

PC World Consumer Marketing Department staff proudly display their award. From left: ***Rafael Sosa****, senior marketing manager;* ***Linda Trinh****, subscription marketing manager;* ***Robyn Patty****, retention marketing manager;* ***Shawne Burke Pecar****, VP, Consumer Marketing;* ***David Cobb****, associate circulation director;* ***Lisa Radler****, retention marketing director;* ***Simon Thaler****, direct mail marketing manager; and* ***Holly Drawbaugh****, single copy sales director.*

David Korse

continued from page 1

"I've often been somewhat jealous about the opportunity to leverage all the various IDG resources including publishing and research to create competitive advantage for existing events and to lead the market with new brands. I am very excited about this opportunity and looking forward to working with the IDG World Expo team to expand our partner relationships and to grow the organization."

In making the announcement, IDG CEO **Pat Kenealy** noted, "David is a seasoned trade show executive who combines an extensive exposition and conference management background with demonstrated leadership and entrepreneurial drive. His proven sales, marketing and negotiating skills will guide IDG World Expo through many years of growth and success."

Korse is the former chairman and current member of the board of directors of the Society of Independent Show Organizers, a member of the board of directors of the Center for Exhibition Industry Research and a member of the International Association of Exhibition Management. He attended Washburn University in Topeka, Kansas, and Los Angeles Valley College in Van Nuys, Calif.

Korse, who will officially take the World Expo helm on June 16, will be in Framingham on June 6 to meet with employees. Currently living in Oregon, Korse will relocate to Massachusetts. He has a grown daughter and a grandson. Grandchild No. 2 is due in September. Outside of the office he makes time for golf, tennis and riding his quarter horse.

As of June 16, he may be reached at david_korse@idg.com.

WU

noteworthy people

JASON TYLER

Casey

Barreca

Hall

Promotions

IDC's **Randi Siegal**, previously a sales director, has been promoted to associate vice president, Industry Major Accounts, and will now be a member of the Sales Leadership Council. A 10-year IDC veteran, Siegal has earned numerous sales awards including being named a Top Gun Award Recipient for FY03 for outstanding performance and Industry New Business Salesperson of the year in FY02. "As we go into the homestretch for FY03, Randi is very much on course to complete her fourth year in a row of ending the fiscal year at or above quota," said Group Vice President/Industry Major Accounts **Michael Deutsch**. "Randi is a focused, dedicated sales professional who never loses sight of where the finish line is and always figures out a way to get across it!"

Also at IDC, **Kevin Capalbo**, previously sales manager, Global Major Financial Accounts, has been named director of sales for the group. "Kevin has been a very successful salesperson during his more than three years here at IDC," said Associate VP/Enterprise Major Financial Accounts **Kevin Dunne**. "In addition to his demonstrated sales success, he has played a key role in the development and execution of IDC's Major Financial Accounts sales strategy. Kevin clearly embodies all the qualities outlined in the IDC Corporate Value Statement and will continue to apply his considerable skill set to the growth and profitability of our group."

IDC Sales Manager, Global Enterprise Advisory Services (GEA) **Bill Casey** has been promoted to sales director, GEA Emerging Majors. "Bill has consistently performed over plan, year over year," said Associate VP, Sector Vendor and User Sales **Patrick Hill**. "As a sales manager, Bill is a constant source of support and ideas to his teammates, sharing best practices, innovative sales approaches and creative packaging that have helped many on the team close business. In addition, Bill has generously contributed his personal time with other activities including the Events and Charity Committee and the IDC Mentor Program."

New employees

PC World has hired **Mark Barreca** as Eastern account manager. He was previously Northeastern account manager for Open Source Development Network. He graduated from Rowan University in Glassboro, N.J., with a B.S. in business and marketing and enjoys coaching soccer, golf and spending time with his wife and three children.

Wu Zhou joins IDC's Communications Group in Framingham, Mass., as a research analyst covering residential telecommunications. She previously held a similar title with the Telecom Management Consulting practice of Pricewaterhouse-Coopers. Wu received an M.A. in international economics and international development from Johns Hopkins University's School of Advanced International Studies, in Baltimore, Md., and a B.A. in international relations and Chinese studies from Wellesley College in Wellesley, Mass. Outside of work, Wu enjoys tennis and horticulture.

Transfers

Mark Hall, formerly IDC's Bio-IT director, is now chief information officer for CXO Media, where he will be responsible for integrating the company's IS, online sales and Web technology efforts. Before joining IDC in 1997, Mark held senior engineering and management IT roles at Oracle and the University of Georgia.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

New contact for IDG.com content

IDG business units that would like to post news, press releases, event notices and other material on IDG's public site, www.idg.com, should send graphics and content to Corporate Communications Assistant **Jennifer Campia** at jennifer_campia@idg.com.

Analyze this!

IDC
Analyze the Future

*In a show of sartorial solidarity, 10 IDC sci-fi fans donned the dark suit and sunglasses favored by the film's stars and headed off for an opening-day screening of The Matrix: Reloaded. Above, half the group, including **Ross Sealfon**, **David Linsalata**, **Alex Slawsby**, **Kevin Burden** and **Randy Giusto** posed in the IDC lobby before heading off to learn whether the film's hero, Neo, and his comrades can save the last surviving humans on earth from domination by the machines that seek to control them.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Mitchell Betts
Computerworld

Betts

18

Rudolf Schuster
IDG Germany
Walter Kainz *IDG Germany*

17

Martin Hingley *IDC U.K.*
Dagmar Batschat *IDG Germany*
Robert Ostrow *PC World*

16

Gaby Kirschbaum
IDG Switzerland
Susanne Kratoschka
IDG Germany
Michael Nerke *IDG Germany*
Norman Noble *PC World*
Gary Anthes *Computerworld*

15

J.P. Martinez *IDG Brazil*

14

Meg Rogers *IDG New Zealand*
Paul King *PC World*

13

Bea Horváth *IDG Hungary*
Ica Rodriguez *IDG Hungary*

11

Stephen Lawson
IDG News Service
Karen Mulligan
IT World Canada
Marlene Buschbeck-Idlachemi
IDG Germany

Lawson

10

Elina Pancheva *IDG Bulgaria*
Michael Riis *IDG Denmark*

9

Anne Ridyard *Digit U.K.*
José Ralphe Manzoni Jr.
IDG Brazil

8

Michael Hall *IDG*
Caryn Bousquet *IDC*
Jereon de Jager
IDG Netherlands
Yanka Petrovska *IDG Bulgaria*
Theresia Schmid
IDG Germany
Måns Klockar *IDG Sweden*

7

Steve Traynor *CXO Media*
Sandrine Gissinger
IDG France
Daniel Rougier *IDG France*
Ruy de Souza Mendes
IDC Brazil

6

Malgorzata Kubecka
IDG Poland
Steven Poelking *IDC Canada*
Gabriele Dineiger
IDG Germany
Klaus Maurer *IDG Germany*
Peter Steinlechner
IDG Germany
Tomas Bucina *IDG Czech*
Andrea Lengyel *IDG Hungary*

5

Izabella Milke *IDG Poland*
Sharon Bird *IDG U.K.*
Nicole Bayerl *IDG Germany*
Yukari Sasaki *IDG Japan*
Mattias Inghe *IDG Sweden*
Helle Thilo *IDG Denmark*
Wei Ming Xu *PC World*

4

Simone Bos *IDG Netherlands*
Rolf Fischer *IDG Switzerland*
Verena Nißlein *IDG Germany*
Christian Vetter *IDG Germany*
Linus Lai *IDC Malaysia*
Sandra Pantarotto *IDG Brazil*
Anita Cseresznye
IDG Hungary
Niels Veileborg *IDG Denmark*
Shunsuke Murahashi
IDC Japan
Peter Cohen *Mac Publishing*
Joel Arbeitman
Computerworld

3

David Castaneira *IDG France*
Barbara Madariaga
IDG Spain
Jan Houška *IDC CEMA*
Lukáš Raška *IDC CEMA*
June Zammett *IDG*
Charlotte Rancourt *IDC*
David Howerton *IDC*
Nicole Gallant *IDC Canada*
Nathaniel Martinez *IDC U.K.*
Christine Robl *IDG Germany*
Jan Tomaszewski
IDG Germany
Panagiotis Kolokythas
IDG Germany
Oliver Kurz *IDG Germany*
Christophe Urra *IDG Germany*
Petra Kollmaier *IDG Germany*
Sarah Crowley
CXO Media
Jakub Moc
IDG Czech
Magdalena Kjellqvist
IDG Sweden
Michiko Ohishi *IDC Japan*
Chris Barnard *IDC Benelux*
Mark Savery *Computerworld*

Crowley

2

Natalie Twemlow
IDG Australia
Sonia Codispoti *IDG Italy*
Luisa Fanti *IDG Italy*
M. Luisa Melo *IDG Spain*
Melinda Mansan
IT World Canada
Diane Lippert *IT World Canada*
Bertalan Halász *IDG Hungary*
Samantha de Waal
IDG Netherlands
Patrick Reininger
IDG Germany
Horst Ellermann *IDG Germany*
David Wolski *IDG Germany*
Hironobu Sagara *IDG Japan*
Tamae Hamaya *IDG Japan*
Zoltán Telek *IDG Hungary*
Kilian Günter *IDG Sweden*

1

Dominique Carlier *IDG France*
Sandy Fong
Computerworld Singapore
Christopher Hodgson
Digit U.K.
Denis Telles Gaia *IDC Brazil*
Sascha Zäch *IDG Switzerland*
Sascha Mutschler
IDG Germany
Patrick Hartmann
IDG Germany
Tomas Jirasko *IDG Czech*
Radim Hasalik *IDG Czech*
Csaba Melovics *IDG Hungary*
Balázs Spányik *IDG Hungary*
Morten Holm *IDG Denmark*
Vibeke Hjortlund *IDG Denmark*
Kenji Higurashi *IDC Japan*
Ronald Grawert *PC World*

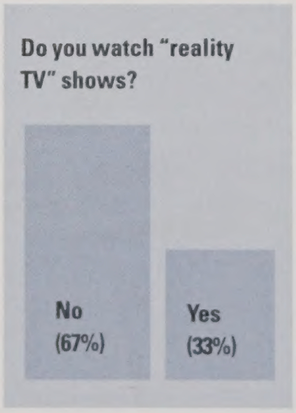
Any business unit wishing to have its employees' anniversary dates listed may send information to *IDG World Update* at world_update@idg.com.

Question of the Week

The votes are in, and reality shows are out for a majority of respondents to last week's question.

Log on to World Update Online (www.idgworldupdate.com) to respond to this week's question: What's your favorite movie series: Harry Potter, Lord of the Rings, Matrix, Star Wars or Star Trek?

Send ideas for Question of the Week to world_update@idg.com.



celebrating 10!

Name
Jim Duffy

Home
Boston

Joined Network World
September 1991, Senior Editor

Career path since joining
Mostly lateral until March 2001 when I became managing editor of The Edge, which is a section of Network World's Fusion site where readers can find coverage of equipment that connects the enterprise to the service provider network.

Best piece of advice you've ever received?
"Interview your typewriter." This was advice from a managing director of mine when I first started out as a high-tech trade journalist in 1986. It means pour some of your own analysis into a story, ask what the subjects are *not* saying, trust your instincts and play your hunches.

Family
My wife Tracey and I have two daughters: Lynn, 5, and Jean, 3 months.

Dream destination
Brockton, Mass.

Fantasy job
Prison guard

Five people you'd invite to a dinner party?
Jesus Christ, Jello Biafra, Hunter S. Thompson, H. L. Mencken, Charo

What is the most difficult decision you ever had to make?
Whether to hit the snooze button.

As a kid, what did you want to be when you grew up
Rodeo clown

Your idea of a perfect day alone?
Locked in my dank, dingy basement with a carton of Camels and some cheap tequila watching a tape of "Anne Murray Live from Branson" under a flickering 100-watt bulb.

What disc is in your CD player right now?
"White Blood Cells" by White Stripes.

Translation, por favor

IDC Librarian **Merrill Walsh** recommends the Babelfish (http://babelfish.altavista.com) in her "Web site of the month" listing:

Translates a block of text (up to 150 words) on the Web from one of several major languages such as German, Spanish or Japanese to English, or from English to another language.

*Network World's **Jim Duffy** (right) was the guest of IDG Chairman **Pat McGovern** at a recent dinner honoring his 10 years of service to the company.*

Favorite movie of all time?
H.P. Lovecraft's *Reanimator*.

One thing you would grab if your house is on fire?
My alibi.

Manager's profile
"Jim is a throwback writer and editor, and I mean that in a good way. He knows how to work a source, chase a tip and get the goods on the companies he follows in the network equipment and services markets. What's more, he interprets the news as well as any industry analyst, explaining what things really mean and pointing out what companies aren't saying. While the companies he covers fear him to a certain degree, they also respect him. Among those tracking Jim's writings is Cisco CEO John Chambers himself, whose handlers on more than one occasion have sought out Jim for exclusive interviews."

— Bob Brown, executive editor, News, Network World

Sign up for World Update via PDF

IDG employees can choose to receive their weekly issue in a low-res PDF format via e-mail. To sign up, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDC Mexico's first event is a winner

Relationship marketing boosts end-user attendance at StorageVision

It's not easy for a small group of people with limited resources to establish a brand, target a new audience, ramp up a new business, attract first-time sponsors and make the event profitable. But IDC Mexico did just that with the first Mexico StorageVision conference last month. Focused on identifying key storage trends and issues facing user organizations, the conference drew 260 attendees and eight major vendor sponsors.

ALFREDO CURIEL

*IDC Research Director/Worldwide Systems Storage Research **Robert Gray** delivered the keynote address in Mexico City.*

IDC established a subsidiary operation in Mexico last August after many years of selling its products and services through contractors, most recently Select, which continues to have a strong presence in the market. StorageVision was the first IDC-branded event in Mexico. It targeted a new audience that IDC offices worldwide are setting their sights on — IT end users — though representatives from IDC's traditional vendor and reseller customers were also welcome to attend.

continued on page 6

CIO Perspectives keeps emphasis on peer communication

Expected to be more than just technology experts, today's CIOs must be leaders, motivators, educators and collaborators — and keep up to date with business technology. Which could explain the continued popularity of CXO Media's CIO Perspectives Conference. Designed to help CIOs gain the expertise needed to help guide their companies' IT strategies, CIO Perspectives recently drew more than 300 CIOs from the corporate, private and public spheres to Bonita Springs, Fla., for the 28th CIO Perspectives Conference.

This edition of the twice-yearly conference focused on The Complete CIO: An Agenda for Professional and Personal Success and featured 36 innovative business and management thinkers who spoke on tough issues and worst-case scenarios and aligning IT strategies with business goals. Among the speakers and panelists were Charlie Feld, founder of the Feld Group and former CIO of First Data Resources, Delta Air Lines, Burlington Northern and Frito-Lay; Nigel Morris, co-founder, president and COO of Capital One Corporation; Monte Ford, senior VP and CIO of American Airlines; and Jeri Dunn, senior VP and CIO of Tyson Foods, Inc. Executive coaches, marketing and legal experts, and recruiters led workshops on such topics as Effectively Marketing IT Internally and Plugging Business Case Leaks in the IT Value Pipe.

THE COMPLETE

*CIO Best Practices Exchange Director **Martha Heller,** left, grills the participants in the "Best Practices for Getting Outsourcing Right" panel at the 28th CIO Perspectives conference. With her are (l-r): Dan Roberts, executive VP, Corporate Information Services and CIO, PMI Group, Inc.; Rafael Sanchez, CIO, Burger King Corp.; Hank Zupnick, senior VP and CIO, GE Real Estate; and Larry Frazier, CIO, Chevron Phillips Chemical Company LP.*

continued on page 5

The 20th IDG Employee Photo Calendar Contest is officially under way.

- see page 2

Call for photo calendar entries

2003
EMPLOYEE CALENDAR
IDG

It's time for the 20th annual IDG Employee Photo Calendar contest! Here's your chance to win fame, fortune and 30 or so days of bragging rights.

Here's how it works:
You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos taken with a digital camera must be printed on photographic-quality paper.

- Photos may be vertically or horizontally oriented. No panoramic-width photos can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos.
- Entries must be received no later than Sept. 12. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. **Please note: Photos will not be returned.**
- If your photo is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.
- First, second and third prize winners will receive $250, $150 and $100, respectively.
- Questions may be sent to world_update@idg.com.

NW sales manager, IDG travel agent ground airport thieves

It was supposed to be a routine business trip to Phoenix followed by a weekend relaxing with family. But when Network World Regional Sales Manager **Eric Danetz** got to Newark International Airport in New Jersey, little did he know he would soon adopt a temporary new avocation: crime fighter.

Danetz and his wife Tricia got to the airport later than they intended on Jan. 16, and all other passengers had boarded the fully booked Continental Airlines flight when they arrived. When the crew told him the carry-on bag he intended to bring aboard had to be loaded with checked luggage because the flight was full, Danetz protested. A collector of vintage watches, Danetz had three with him in a jeweler's case packed in a gym bag, and he did not want to part with the bag. After a heated discussion, Danetz agreed to bring the bag back through the scanner to be put in the cargo hold, after he relocked the jeweler's case and bag and personally placed the bag on the conveyor belt at the gate.

Civetti

When he got to Phoenix on the direct flight, however, the bag was not locked and the watches were gone. Incensed, Danetz complained to the Phoenix police and Continental's customer service staff, but both said there was little they could do and that it was unlikely he'd ever get the watches back.

Danetz described the events to IDG Lead Travel Agent **Nikki Civetti**, who had booked the trip for him as she had done many times before. After talking through some options, Danetz, a veteran user of eBay, checked the site the next day. Sure enough, there was one of the watches, offered by a woman in New Jersey. Civetti called one of her contacts at Continental who put Danetz in contact with the airline's chief of security. The chief did some research and found that the seller was listed on a Continental baggage handler's Friends and Family Pass Program for discounted travel. More research then showed that the woman had numerous cameras also listed on eBay, and the suspicion was that the baggage handler had been stealing travelers' items and giving them to the woman to sell.

Danetz

At this point several police departments got involved. The seller accepted Danetz' low-ball offer of $1,000; Danetz offered to put the money up himself in order to speed up the investigation. A sting operation was set up involving a New York/New Jersey Port Authority officer who would pose as Danetz and meet the woman at a McDonald's at highway rest stop. Danetz briefed the officer and traveled in the police van with the videotape equipment, listening to the wired officer's conversation. The transaction took place, and the police kept the seller under surveillance for a day before taking her into custody.

Soon afterward, six people working in Continental's baggage handling area were arrested and are awaiting trial in New Jersey. After learning that this was the seller's first offense and that she played a minor role in the theft ring, Danetz allowed her to go into an intervention program on probation rather than face a criminal trial.

According to Civetti, during the past year Continental had to pay more than $100,000 in reimbursements for items that had been stolen from passengers' bags passing through Newark. After the baggage theft ring's arrest in March, the level of theft and lost bags diminished markedly, she said.

While Continental was obligated to give Danetz the legal $2,000 maximum for luggage and clothing that is lost or stolen — jewelry, cameras and other items are not reimburseable — the airline sent Danetz a check for $9,000 for the approximate value of the two watches that weren't recovered.

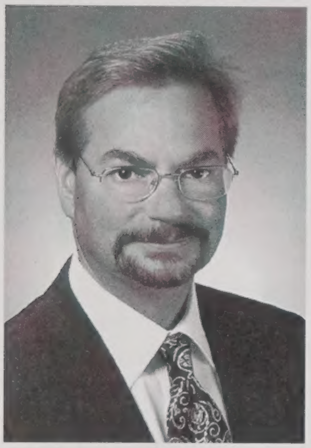
And so rests IDG's crime-fighting team. "Nikki was with me all the way, following up, always available, contacting Continental to see what progress was being made and protecting the rights of IDG so something like this doesn't happen again," Danetz said. He's pleased with the settlement check, but the long-time Gold status Continental flyer added, "Everyone has been telling me, 'Don't you think they'd at least move you up to Platinum?!' " WU

Protect film when flying

With more powerful security devices now in place at many airports, travelers should be especially careful about where they pack cameras and film. Do not pack unexposed film or single-use cameras in checked luggage, as high-intensity x-ray machines will damage all unprocessed film. Always pack these items in a clear plastic or mesh bag for carrying on board and ask that they be inspected by hand when passing through security checkpoints.

one on one the interview

Jeff Edman
The president & CEO of PC World is this week's guest columnist. Reach him at jeff_edman@pcworld.com.



> *"If you go back just seven years to 1996 there were 10 different magazines in our competitive set, and they shared 41,400 pages of advertising. Today there are only three, and we now share just 4,300 ad pages."*

Q Head to head, how do *PC World* and *PC Magazine* measure up? Is there a third publication that even approaches the power of the top two?

A If you go back just seven years to 1996 there were 10 different magazines in our competitive set, and they shared 41,400 pages of advertising. Today there are only three, and we now share just 4,300 ad pages which is about a tenth of the space that ran seven years ago. The survivors are *PC World*, *PC Magazine* and *Computer Shopper*, and while all three are fairly well positioned against each other I truly feel that *PC World*'s position is the best and most secure.

Take *Computer Shopper*, for example. It has been productive over the years for mail-order vendors, but they've pretty much been the only ones. And this group is now shying away from print in favor of dot-com advertising because of its immediacy, which lets them quickly change prices, etc. So *Computer Shopper* is rather vulnerable. On the bright side, they are now owned by C|Net and could benefit from cross-platform media buys with their various Web sites. Also, their high percentage of newsstand buyers vs. subscribers makes their circulation economics very good.

That leaves *PC World* and *PC Magazine*, which share one thing in common: we both review a large amount of product in our respective test centers. The difference, however, is in the way we deliver the information. *PC World* writes for management-level buyers of computer products. This position has served us well since managers collaborate with IS and others in the enterprise to determine what gets bought. Further, managers absolutely control purchasing in smaller businesses, and research shows they also comprise the most active part of the home market. Managers also tend to be influential opinion leaders, which makes them an excellent target for virtually any technology product vendor regardless of that vendor's market niche.

PC Magazine, on the other hand, has positioned itself more with the IS/enterprise part of the market where the ad base has been particularly hard hit lately. No doubt, advertising in this segment will return, but I think our broad positioning gives *PC World* the best chance for a bright future.

Q Can you explain what "click fees" are and how *PC World* uses them to generate revenue?

A As mentioned above, print advertising is getting harder and harder to sell. So finding ancillary revenue opportunities has become a major goal at *PC World*. One of the best ones we've incorporated involves a partnership with price engine provider PriceGrabber on PCWorld.com.

Because we do such a good job evaluating products in the PC World Test Center and advising people what to buy, they tend to be actively shopping when they visit our web site. We have developed a section there called Product Finder where people can compare specs, features, etc., for multiple products they're considering. Then when they finally do check prices a list of resellers that stock that product appears on-screen sorted by price. If the user clicks on one or more of these vendors, that merchant then pays a fee back to PriceGrabber that is shared with us.

While nowhere near as large as our print advertising revenue, this is very profitable business for us and has been growing steadily as our traffic has increased. Click fees from PriceGrabber's merchants are also incorporated into some of our partnerships.

Q Do you currently charge readers for access to any of your online content?

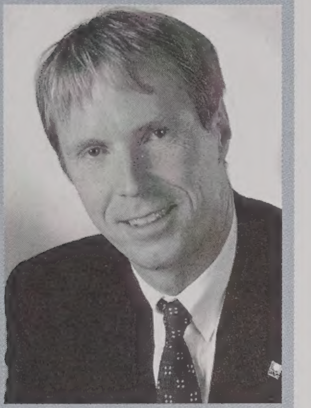
A Currently, we do not charge site visitors extra for access to our online content. We do make sure, however, that each issue's contents are not made fully available on the web site until our subscribers have been served their issues and the majority of newsstand buying has taken place. To make the content available earlier would be robbing us of valuable circulation revenue, and I don't think withholding it on the site for a short time is unreasonable at all.

We have a committee that is looking at different ways we could possibly charge a monthly fee for expanded content, access to coupons and special offers, premium services, etc. Charging for expanded content would be a silver bullet for any web publisher, but it's hard to find many examples where it's worked so far.

Finally, we are using the site to sell ancillary products such as a proprietary CD — "PC World's Ultimate Hardware Guide," a marriage of *PCW* editorial and shareware designed to optimize PC performance — and PDF reprints of past editorial. For those, we compile the most relevant and pertinent material from the last six months on, say, Wireless Home Networking, and sell it for six months. For highly popular content we repurpose it again. We're giving our existing readers added value – all the PDFs

continued on page 4

York von Heimburg takes over at Computerwoche Verlag


von Heimburg

After nearly a dozen years as managing director at Computerwoche Verlag GmbH, **Ralph Peter Rauchfuss** is stepping down. Rauchfuss, 49, joined the company in 1991 as publishing director of *Computerwoche* and was appointed managing director of Computerwoche Verlag in 1992. In 1994, he was named to the company's board of directors.

Under his leadership, *Computerwoche* evolved into the leading trade publication for the local IT industry. Rauchfuss expanded the company's portfolio of titles and product offerings in the online and events arena, transforming Computerwoche Verlag into the No.1 business-to-business publishing house in the German IT market.

In 1997, Rauchfuss won the Chairman's Cup for Overall Management Excellence. "As a publishing team we achieved nearly everything we planned to. Now, it's time to try something new," Rauchfuss said.

York von Heimburg, general manager of IDG Magazine Verlag, IDG Entertainment Verlag and IDG Interactive GmbH, will now add managing director of Computerwoche Verlag to his sphere of responsibilities. Von Heimburg, who joined the company in 1992, is also a member of the board of IDG Communications Verlag and a member of the IDG Strategy Committee, which replaced the Executive Committtee earlier this year. Von Heimburg may be reached at yvonheimburg @idgmagazine.de.

HR news you can use

Take steps to create a motivated office environment

The following tips for helping to create and sustain an environment in which employees feel motivated to put forth their best effort were culled from course materials that will be used at an upcoming training session, Motivation -- What You Can Do! in Framingham, Mass. For more information, visit hr.idg.com or contact Sara Peterson in IDG Training and Development at sara_peterson@idg.com.

You control your motivation. Only you can truly control your motivation; others can contribute to and influence your motivation and you can influence theirs, but you are ultimately responsible for your own motivation.

- A first step in taking control of your motivation is understanding what truly motivates you. Each one of us is motivated in different ways and by different things. Take time to think about and uncover what your motivators are, such as doing interesting and challenging work, receiving recognition and appreciation from your peers and manager, and opportunities for growth and development. Share these with your co-workers and your manager.
- In order to influence others you need to be aware of what motivates them. Ask your co-workers what their motivators are.

Recognize and acknowledge the contributions of your colleagues and team members. Anyone can help contribute to the motivation levels of those around them. Recognition is acknowledgment, special notice or attention to reinforce a behavior you want to see repeated. Shine a spotlight of positive attention on your co-workers.

- Send a letter or card to a co-worker describing the positive impact they have had on you and the organization.
- Send an e-mail to a co-worker's manager letting the manager know the positive contributions their employee has made.

Enthusiasm and negativity can be contagious. Both enthusiasm and negativity can be contagious. You can ward off negativity around you with a positive attitude. Your best chance in distancing yourself from negativity is to remain positive yourself. If you are happy and optimistic you will feel more inspired, creative and driven to make a greater contribution.

Enliven your environment. Think about what you can do to contribute to a motivational environment for yourself and those around you.

- Send each of your co-workers a postcard at the beginning of each month with a motivational saying to help them get the month off on the right foot.
- Establish a "Wall of Fame." Post all kinds of things: pictures of team members, thank-you notes from customers, newspaper clippings about the organization's success, etc. Be creative!

Take moments of reflection. Take time to review and contemplate the job you are doing. What type of progress are you making toward your goals? What have you done recently that you are proud of? In order to feel good about yourself and your efforts you must be able to compliment yourself and recognize and acknowledge your contributions.

- Create a notebook for your personal reflection. Use the notebook as a place to reflect on the job you are doing and the contributions you make.
- Start a folder of accomplishments. Put recognition and feedback you receive from co-workers, your manager, customers etc. in the folder. Update it frequently and refer to it when you need a boost.

Training session focuses on building motivation

Employees in the Framingham, Mass., area can learn more about creating a positive, high-energy work environment for themselves and their colleagues at the upcoming training session, Motivation — What You Can Do! The four-hour session is being offered on Wednesday, June 18 from 9 a.m. to 1 p.m. For more information or to enroll, go to the HR web site at hr.idg.com.

IDG

June 9, 2003

Director/VP Circulation (CWI)

Computerworld is searching for a hands-on Circulation professional with at least 7 years of experience in directing and managing controlled and paid circulation activities for print and electronic publications. This is an exciting opportunity for a strategic, creative "thinker and doer", knowledgeable in all areas of Circulation. Responsibilities will include budgeting, planning and profitability analysis; implementation of promotion efforts for new subscribers; supervising subscription fulfillment; maintaining relationships with outside vendors, designing qualification card and consulting with the Senior Management Team on all matters related to Circulation. Essential experience includes BPA audit for paid and controlled circulation, computer modeling, direct marketing, circulation promotion, fulfillment and in-depth financial analysis. ***Location: Framingham – MA***
Contact: Email: jobs@computerworld.com

Designer (GMG)

IDG Entertainment, publisher of GamePro magazine, the leading multiplatform gaming magazine and 2nd most popular male teen magazine in the America, and Code Vault magazine, has an exciting opportunity for a Designer. Responsibilities include applying design talent and experience to create and produce magazine pages for GamePro and Code Vault; ensuring that the design of the piece effectively implements the creative concept and adheres to established standards for color, font selection and art placement. Ideal candidate will be a detail-oriented self-starter with a positive attitude and excellent organization skills. Must have a good eye for typography. The ability to work in deadline driven, team oriented environment is essential! Must have strong proficiency in Photoshop, Illustrator, Indesign 2.0 and Quark applications, and working knowledge on Macintosh. Knowledge and interest in video games is a plus. For consideration, please send your resume, cover letter and salary requirements to: Kat Auch, Senior Designer, IDG Entertainment, 555 12th St, Ste. 1100, Oakland, CA 94607; Fax: (510) 768-2701. To submit your resume electronically, please email jobs@gamepro.com—you MUST reference Designer in the subject line. ***Location: Oakland CA***
Contact: K. Shackelford, Fax: 510-768-2701, Phone: 510-768-2700, Email: jobs@gamepro.com

Ad Traffic Coordinator (NWI)

The successful candidate will be responsible for partnering with the Fusion sales staff and advertising clients in order to facilitate the production process for DART posted online campaigns as well as for the production of Co-Branded E-mail Blasts. This position will interface with prospective advertisers, current customers, NWW and central sales organizations to ensure proper delivery of campaigns. The secondary function will be as backup support for advertising operations related to any other online product. The successful candidate must be extremely pro-active, have strong organization skills with an acute attention to detail. Critical to this position is the ability to work well within a team environment, excellent communication skills both verbal and written and the ability to take ownership of one's work. 1+ years related experience in an online advertising environment and 1+ years advertising operations experience. Proven applications experience including DART, HTML, Excel, PowerPoint & Word are required. ***Location: Southborough – MA***
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Coming up

Java World Day 2003
June 19
Royal Park Hotel
Tokyo
www.idg.co.jp/english/expo/index.html

IBM TotalStorage Solution Seminar
June 25
Grand Hyatt Tokyo
www.idg.co.jp/english/expo/index.html

IDC Storage Connections
June 26
The Carlton Towers Hotel
London
www.idc.com/events

Macworld CreativePro Conference & Expo
July 14-18
Jacob K. Javits Convention Center
New York, N.Y.
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 4-7
The Moscone Center
San Francisco
www.linuxworldexpo.com

Bio-IT World Conference & Showcase
Aug. 6-7
Singapore
www.bioitworldexpo.com.sg

CIO 100 Symposium® & Awards Ceremony
August 17-19
The Broadmoor
Colorado Springs, Colo.
www.cio.com/conferences

Web Services Conference
Aug. 28-29
Shibuya Marc City
Tokyo
www.idg.co.jp/english/expo/index.html

Insights 2003
A Financial Insights event
Sept. 3-4
Ritz-Carlton Hotel
Boston
www.financial-insights.com/insights2003/

One-on-One

continued from page 1

hyperlinks are live, offering a springboard to a whole category of information from one place, as well as trying to reach an audience beyond our existing print and web audience. While not generating huge amounts of revenue, this is still a profitable business and growing. And we continue to look at different ways to mine additional revenues from PCWorld.com.

Q **What are the top three things on your readers' minds these days?**

A Security on the Internet and ways to block spam are probably the most important topics on our readers' minds. Our internal editorial research shows that articles relating to this score very well, and they've been hot cover stories in issues that have done well at newsstand.

The other two reader concerns are "What should I buy?" and "How do I get more productive use out of my technology products?" Answering these two questions has been something we've traditionally done through our "Top 100" monthly ranking of our editors' picks for the "best" technology products and our "Here's How" section where we guide readers through the ins and outs of using different technology products.

In summary, I think our tagline 'Technology Advice You Can Trust' sums up our approach very well. Monthly editorial research gives our editors feedback as to what issues are important to the management-level buyers who read *PC World* and then they respond — in award-winning manner, I might add! — with unbiased advice that readers have come to trust. Need proof? Mighty *PC World* is the most widely read technology or business publication as measured by MRI, IntelliQuest Business, and the IntelliQuest Home Study. They seem to like it!

Got a question?

Questions for our regular One-on-One columnists, IDG Chairman **Pat McGovern** and CEO **Pat Kenealy**, may be sent to world_update@idg.com. Questions and suggestions for other columnists you would like to see in this space may be sent to the same address. All questions are forwarded anonymously.

CIO Perspectives

continued from page 1

"The greatest value to the CIOs, however, was realized in discussions with and learning lessons from their peers," said **Jennifer Richards**, senior VP, CXO Media.

Kathleen Starkoff, CTO of Columbus, Ohio-based retailer Limited Brands, said, "The conference was most worthwhile and well-designed to encourage relevant networking. Attendees represented diverse industry and experience and were all at a level to appreciate the complexity of the topics discussed."

> *" We are currently seeing a real upswing in interest and participation for all of our events. CIOs know they have to have this information in order to be successful."*
>
> *— Jennifer Richards*

Built into the Perspectives program is facilitated interaction including scheduled networking times, hospitality suites, as well as business briefings delivered by the sponsors, key customers and/or executive management.

Richards said the conference was a major financial success, "demonstrating that we're at the start of a significant trend. We are currently seeing a real upswing in interest and participation for all of our events. CIOs know they have to have this information in order to be successful." This event also had the highest number of paid attendees since Sept. 11. More critically, Richards said, there has been a demonstrated improvement in the demographics of Perspectives attendees. The total company revenues represented by the April audience members were almost twice that of last fall's event, and annual IT budgets were 145% over last year.

According to Richards, the nine CIO Perspectives sponsors – among them American Power Conversion Corp., software management firm Cigital, Intel Corp., and inter-business service provider Viacore — were pleased by their participation in the event. She said several of this year's sponsors have already closed multimillion dollar contracts from relationships originated at CIO events in 2003. "By sponsoring Perspectives, the sponsor executives had direct access to the top IT execs in an educational environment, which is most conducive to building lasting relationships. It allows the sponsors to educate buyers about their strengths and, equally important, the sponsors were able to learn from senior executives about their needs as customers."

The 29th Perspectives Conference will be held Nov. 1-4 in Phoenix. For more information, contact Jennifer Richards at jrichards@cxo.com or go to www.cio.com/conferences.

Framingham group celebrates Appreciation Week

Since 1997, the Corporate Services Group (CSG)'s Mission, Vision, Goals (MVG) Task Team has hosted a variety of events to build and maintain positive and productive working relationships with their clients, all of whom are IDG employees. The team also sponsors initiatives to recognize and motive the employees within CSG's departments: Accounting, Credit, Finance, IS and Tax.

Mission
Vision
Goal
Give someone a PAT

*Senior System Support Specialist **Mike Beane** holds the MVG Gold Award for outstanding service.*

This year the group decided to roll both efforts into one weeklong celebration, with an appreciation day designated for customers (each IDG U.S. business unit received a thank-you card and a bag of candy), managers (each CSG manager received a group card and their employees enjoyed muffins), employees (CSG managers gave their employees cards and a pizza lunch) and peers (award presentations).

Senior System Support Specialist **Mike Beane** earned the bi-annual MVG Gold Award for outstanding service as recognized by his peers. The five MVG committee members representing each department select the winner from the nominations.

Applications Analyst **Pedro Villafane**, Bookkeeper **Barbie Schwab** and Bookkeeper **Laura Brady** won prizes in the drawing for the PAT Tracker Award winners. The Positive Action Tracker (PAT) Award allows CSG employees to recognize peers for a job well done or to thank them for lending a hand. Each employee is given a Positive Action Tracker card and a supply of stickers. Anyone who receives one or more PAT stickers from colleagues during the past six months earns a raffle ticket (one per PAT sticker) for a prize drawing.

"It's important to hold events such as Appreciation Week because it reminds everyone who their customers are," said IDG COO **Ted Bloom**. "We believe it's critical to stay close to our customers, and Appreciation Week helped reinforce that belief."

For more details contact Corporate Credit Manager **Amy Hanania** at amy_hanania@idg.com.

IDC Mexico

continued from page 1

According to IDC Latin America Regional Marketing and Events Manager **Barbie Cordero**, sponsors that had previously bought into Select-sponsored events had to be convinced that IDC could deliver the right audience. Cordero and three IDC Mexico colleagues — Marketing and Events Manager **Nora Valencio**, Sales Manager **Raul Cejas** and Publishing Services & Technology Coordinator **Alfredo Curiel** — teamed up to inform and entice prospective sponsors and attendees.

ALFREDO CURIEL

The sponsor room was crowded throughout the day.

Telemarketing and personalized contact was particularly effective for audience development. "Relationship marketing is very important in Mexico and throughout Latin America," Cordero said. IDC Mexico used two telemarketing contractors that reached a large number of end users to educate them not only about the conference but IDC's overall business. Journalists received personal invitations to the event, IDC brochures and a follow-up call from Cordero.

After the keynote address by IDC Research Director/ Worldwide Systems Storage Research **Robert Gray**, an executive from Platinum sponsor EMC had 45 minutes to talk about EMC's storage offerings; each of the Premium sponsors had a 30-minute slot. The audience could ask questions of each of the participating vendors during a panel discussion.

Attendees received a new IDC white paper on storage management in Latin America, which was also given in quantity to sponsors for their own use. All sponsors, including media sponsors *InfoWorld Mexico* and *AmericaEconomia*, displayed products and marketing materials in an exhibition area.

"Sponsors were very pleased with the turnout and the interviews and coverage they got from the 35 journalists," Cordero said. "It was a great introduction to the end-user community for IDC and a sure sign we'll have more successful events in the future."

For more information contact Barbie Cordero at bcordero@idc.com or go to www.idc.com/mexicosv03.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Matthew Smith *Computerworld*

22

Patricia Keefe *Computerworld*

21

Debbie Waters Colacchio *IDG*

20

Derek Hulitzky *Computerworld*

17

John Robison *IDG*

16

Linda Holbrook *Computerworld*
Bob Brewin *Computerworld*

15

Alan Farias *IDC*
Lottis Bergsson *IDG Sweden*

13

Henry Pham *PC World*
Steve Fontaine *IDC Australia*

12

Noboru Masuda *CIO Japan*

11

Agnieszka Cybulska *IDG Poland*

10

Annelise Pedersen *IDC Nordic (Denmark)*
Barbara Jakubiak Mozdzynska *IDG Poland*
Paul Mason *IDC*
Birgit Mayer *IDG Germany*

9

Stephen Plevin *Mac Publishing*
John Farrell *IDC*
Sheila O'Brien *IDG New Zealand*

8

Monica Sambataro *Computerworld*
Diane Nadeau *IDG*
Christopher Greene *IDC*
Tony Olvet *IDC Canada*

6

Ana Gonzalez *IDG Spain*

5

Mario Apicella *Infoworld*
Julie Hanson *CXO Media*
Bronwyn Harrison *IDG Australia*
Amy Capistran *IDG*
Mary Menendez *IDC*
Pamela Giesen *IDC*
Sophie Mayo *IDC*
Matthew Bath *Digit*

4

Christina Steensboe *IDC Nordic (Denmark)*
Anush Yegyazarian *PC World*
Danielle LaMountain *IDG World Expo*
Alister Sutherland *IDC Canada*
Linus Lai *IDC Malaysia*

3

Frederic Wolfer *PC World*
Ben Worthen *CXO Media*
Jose Daganzo *IDG Spain*
Angel Gonzalo *IDG Spain*
Jennifer LeMay *IDG World Expo*
Romala Ravi *IDC*
Michael Brennan *IDC*
Marc Perrella *IDC Canada*
Stefan Willeke *IDG Germany*
Torun Bjurman *IDG Sweden*
Michael Scott *IDC Singapore*

2

Tiana Cavic *IDG Australia*
Michael Sullivan *IDC*
David Watson *IDG New Zealand*
Belinda Johnson *IDC Australia*
Grace Han *IDC China*

1

Annalisa Williams *IDG Entertainment*
Jan Larsen *IDC Nordic (Denmark)*
Elsa Opitz *IDC U.K.*
Karen Arnowski *IDG Global Solutions*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

noteworthy people

Promotions

David Parker has been promoted to analyst account manager within the U.S. Preferred Access Services group at IDC in Framingham, Mass. David supports approximately 30 IDC Preferred clients, many of whom are IDC's largest clients. "Over the past year and a half David has developed into a key asset to the growth and success of IDC's Preferred product," said **Garry Vlass**, manager, IDC Preferred/Choice Access. "His knowledge of IDC's programs combined with his tireless efforts on the customer support side, and his ability to build strong relationships within IDC's analyst and sales community, have proved invaluable to his ability to provide customers with a positive IDC experience," Vlass said.

Jason Spaulding has been promoted to analyst, account manager of IDC's Global IT Advisor (GITA) group. Jason has been an account manager with the Access Group for nearly two years. In that time he has taken on several projects and maintained high customer satisfaction ratings. Jason has worked with a wide variety of GITA accounts and is currently responsible for supply chain clients and consulting companies. "Jason's hard work with this group of clients has translated into high renewal rates and increased spending over the past year despite a weak economy," said **Michael Carbonneau**, manager Global IT Advisor. "Jason is a pleasure to work with and is a tremendous value to the GITA team and IDC," said Carbonneau.

Also at IDC in Framingham, **Mike Sullivan** has been promoted to research analyst in the Investment Research Services (IRS) group. "Mike has been a valued Access team member for two years," said **Ellen Friedman**, manager, Investment Research Services. He currently manages a portfolio of 21 IRS clients. In addition he shares responsibility for writing the group's daily newsletter eInvest. "Mike was instrumental in increasing the renewal of one of his clients, John Nuveen, by 10%," Friedman said. "He has developed solid relationships with Deutsche Bank, TD Capital, Wachovia Securities, Soundview, Bank of America, and many others. Above all, Mike is reliable, thorough, an excellent team player and proactive in engaging clients."

Returning employees

IDG WORLD UPDATE

Robinson-Retondo

SaraJane Robinson-Retondo returns to IDG as field marketing associate with *Computerworld* in San Francisco, coming from Ziff-Davis' *CIO Insight* where she was an account executive. She previously had a similar role with CXO Media. SaraJane graduated from Boston University with a B.S. in genetic engineering, enjoys snowboarding, sculpture and welding. She ran the Maui Marathon in September, raising $10,000 for the Leukemia Lymphoma Society.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Dan Chupka** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive IDG water bottles.

Honorable mentions

"You know that sound we've been hearing? It's not the dial-up connection after all..."
Dave Reinsel *IDC*

"That's a mighty big worm you got there, Hal."
Dayna Klein *Accela Communications*

"Too bad...she'll get bored to death when we migrate to WiFi..."
Olivier Rafal *Le Monde Informatique*

"The consultant's here..."
Malcolm Maclachlan *IDC*

"Our network security scheme just voided our maintenance contracts."
Chris Williard *IDC*

"He ate the mouse again."
Jane Jordan *IDG*

Attempting to begin a new career installing computer hardware, Indiana Jones found that he could not escape his past.
Chris Greene *IDC*

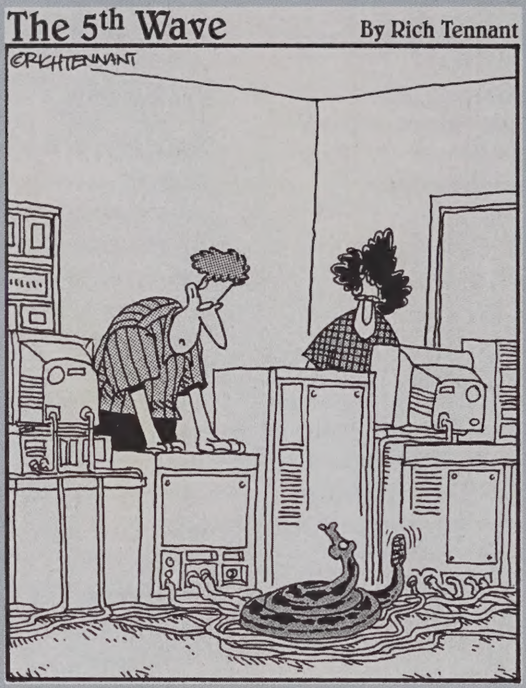
Question of the week

What's your favorite movie series?

Out of five choices, last week's respondents passed on *Star Trek*, but the other choices garnered the following percentage of total votes:

Star Wars = 44%
Lord of the Rings = 44%
Harry Potter = 6%
The Matrix = 6% each

Log on to www.idgworldupdate.com and vote on this week's question: What must be part of your vacation? The beach/a pool, hiking/outdoor sports, sightseeing, extra sleep or some solitude.



"Ms. Jenkins, this is not what I had in mind when I authorized the ASP training."
Dan Chupka *Bio•IT World*

www.the5thwave.com

Rich Tennant's original

"You know, this was a situation question on my Network+ exam, but I always thought it was just hypothetical."

dithering feathering tweening ripper wavelet PKZIP tar

scatternet bloatware link farming choke packet vortal bubblesort

Define IT

IDC's **Michelle Burgess** submitted the winning wacky definition for "scatternet":

"What happens when you look up something online but get sidetracked by a link, then another link, and so forth, until you can't find the original site you were using and aren't really sure what you got online to look for in the first place. (e.g.,"Carla went online to look up sites about her vacation destination but soon became scatternet and found herself engaged in a Web page tsunamis.")"

Burgess will receive a $50 American Express gift check. Another $50 AMEX check awaits the creative author of the funniest fake definition for this IT phrase:

jitter buster

Send your entries to world_update@idg.com by **July 8.**

unpack DAM Qubit BLOB trigger big-ender zombie leaf heap kludge

DoCoMo bump mapping Web clipping memory effect

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Lyndsey Pomella *IDG Travel*
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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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VORTEX explores key issues in networking industry

VORTEX
2003

The networking industry's leading lights converged in Dana Point, Calif., last month for the sixth annual VORTEX conference. More than 200 senior-level networking executives, investors, entrepreneurs and analysts attended the two-day program to hear some of the industry's biggest names square off on the companies and technologies that will dominate networking in the months and years ahead.

As he has for the past two years, Network World President & Editorial Director **John Gallant** served as the event's executive producer and moderator. Gallant established the agenda and, working closely with **Karyn Williams**, managing director of conference development on the Network World Events and Executive Forums team, recruited the 44 industry leaders who shared their thoughts,

Nortel Networks President & CEO Frank Dunn (right) considers a question posed by Network World's ***John Gallant*** *during a "fireside" chat.*

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Computerworld's Mobile & Wireless World targets promising market

The inaugural Mobile & Wireless World (M&WW) conference last month was a strategic "stake in the ground" for event organizer Computerworld.

A standard part of Computerworld-produced conferences is a gala evening with entertainment. At Mobile &Wireless World that entertainment included music and a troupe of "mobile" entertainers: cyclists (riding both antique and stunt BMX bicycles) and skateboarders. Above, Computerworld's Strategic Programs and Events staff takes a break with a high-wheeler (l-r): ***Nan Jurgelewicz****, conference manager;* ***Leo Leger****, VP-Strategic Initiatives;* ***Ron Milton****, executive VP;* ***Pam Malingowski****, event program coordinator;* ***Michael Meleedy****, manager; a "mobile" entertainer;* ***Lynn Mason****, events operations specialist;* ***Shari Redan****, administrative coordinator;* ***Rick Ciliberto****, facilities director;* ***Derek Hulitzky****, director, Event Marketing and Conference Programs; and* ***Kristen Wilson****, account manager, Marenghi Public Relations.*

"There are key technologies that will benefit early when the economy turns, and wireless holds immense promise," said **Derek Hulitzky**, Computerworld director of event marketing and conference programs. "We feel that just about the only thing holding this technology from being a major driver in the enterprise is the tight budgets in corporate America. By claiming a stake now, M&WW is that much further ahead of any competition when the economy turns."

The focus of conference was on real-world learning. Some 200 C- and VP-level executives came to Palm Desert, Calif., to hear their peers discuss case studies and their own experiences – both successes and failures — in the mobile and wireless arena. The conference also featured 42 educational sessions, technology workshops, panels and productivity-training sessions, as well as 24 companies exhibiting mobile and wireless products.

"The user-focused program gave our attendees practical, peer-delivered information from early-adopting executives and practitioners, enabling them to exploit mobile and wireless technologies for positive business value," said **Ron Milton**, CW

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VORTEX

continued from page 1

opinions and advice in a wide variety of formats including "fireside" chats, head-to-head debates, panel discussions and presentations. "We focused on the key issues affecting a wide swath of the industry involved in networking," Gallant said. Topics included the explosive growth in broadband usage, the growing power of cable companies in broadband and other network services, wireless LANs, security, virtualization of computing and networking, storage networking, online gaming and other high-growth high-potential areas.

And while the mood was largely upbeat with a consensus that the industry is once again on a growth track, serious issues remain. "There is deep concern about how government policies may be holding back growth in key areas such as wireless and broadband, and there is still plenty of debate over when enterprise and service provider spending will see a dramatic uptick," Gallant said.

"People come to VORTEX to get a sense of where to invest their time, money and energy; to hear the leading thinkers on where the industry is heading, and to meet and make business connections that help them succeed," Gallant said. "To that end, we work hard to build an agenda and recruit a roster of speakers that is unmatched in the technology industry. Our speakers provide attendees with a deeper understanding of the market landscape and the opportunities and issues they will face ahead."

"There is deep concern about how government policies may be holding back growth in key areas such as wireless and broadband and there is still plenty of debate over when enterprise and service provider spending will see a dramatic uptick."

— John Gallant

*During the "Mystery Session," Network World's **John Gallant** asked several mask-wielding industry experts to answer a variety of questions as different industry luminaries might. To his question, "If you had a time machine, would you go back in time, like The Terminator, and get Linus Torvalds?" Liberate Technologies CEO Mitchell Kertzman, speaking as Bill Gates, replied, "Windows 2003 actually has a time machine built in and we are in beta right now..."*

This year's speakers included Verizon President & Vice Chairman Larry Babbio, Intel CEO Craig Barrett, Juniper Networks Chairman & CEO Scott Kriens, Nortel Networks President & CEO Frank Dunn, James Ramo, CEO of MovieLink, and Edward Black, president & CEO of the Computer & Communications Industry Association, among many others. One head-to-head debate between John Patrick, president of Attitude LLC, and Peter Bernstein, president of infoNautics Consulting on whether Wi-Fi is the most disruptive technology since the Internet ended in a good-natured tie, while a debate between the Hollywood camp represented by Scott Dinsdale, executive VP, Digital Strategy, Motion Picture Association, and Gary Shapiro, president & CEO of the Consumer Electronics Association, over digital rights management was "a real street fight," Gallant said.

A highlight of the event was listed as a "Mystery Session" in the program and featured three analysts and executives — Todd Dagres of Battery Ventures, Berge Ayvazian of The Yankee Group and Mitchell Kertzmann of Liberate Technologies — each of whom held up masks of various industry luminaries and answered an array of questions posed by Gallant as they anticipated those people would. "I introduced it as a light-hearted way to close a day heavy on content, and it was a very funny session," Gallant noted.

"The entire Events team did a great job of working together to stage a terrific event, with a gorgeous set — including a special 'room' with bookshelves and a fireplace for fireside chats — and an innovative seating arrangement that encouraged great participation among attendees," Gallant said.

For more information contact John Gallant at jgallant@nww or VP Events and Executive Forums **Robin Azar** at razar@nww.com. WU

Picture this: Your photo in the 2004 Photo Calendar

It's time for the 20th annual IDG Employee Photo Calendar contest! Here's your chance to win fame, fortune and 30 or so days of bragging rights.

Here's how it works:
You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos taken with a digital camera must be printed on photographic-quality paper.

- Photos may be vertically or horizontally oriented. No panoramic-width photos can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos.
- Entries must be received no later than Sept. 12. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. **Please note: Photos will not be returned.**
- If your photo is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.
- First, second and third prize winners will receive $250, $150 and $100, respectively.
- Questions may be sent to world_update@idg.com.

one on one the interview

Timo Tolsa

The country manager at Talentum Media Oy, IDG's Finnish licensee, is this week's guest columnist. Reach him at timo.tolsa@talentum.fi.

Talentum Media at-a-glance

- Talentum joined forces with IDG in 1982, making it the oldest licensee partner of IDG.
- Publications under license to IDG today are *Tietoviikko* (*Computerworld*) and *MikroPC* (*PC World*).
- Talentum Media publishes a total of seven B2B publications, all market leaders in their segments. *Talouselämä* is the *Business Week* or *The Economist* of Finland, *Tekniikka & Talous* is a weekly for the technology community and by circulation the biggest B2B publication in Finland, *Markkinointi & Mainonta* is a weekly tabloid for advertising and marketing pros. *Metallitekniikka* is monthly for for machine shop engineers and *Mediuutiset* is a bi-monthly newspaper for people in health care.
- Talentum Media today has approximately 250 employees. Of these, some 25 people comprise the editorial team of Talentum Media's IDG-related pubs.

Q Can you give us a brief glimpse of what the Finnish IT market is like?

A The Finnish IT market was worth roughly US$52 billion in 2002. If the market is broadened to include the entire information and communications technology market, the size is about twice that much. According to *Tietoviikko's* yearly listing, the revenue of the 250 biggest IT companies sunk by some 2%. The combined net result for these 250 companies was approximately $700 million in the red. A year earlier, it was approximately $2.5 billion in the black.

The companies in the Finnish IT market are typically quite small. Nokia leads the pack and is responsible for some two-thirds of the gross turnover. The smallest company to reach the top 250 this year was a software house from the northern coast of the Gulf of Bothnia called K-Data. The company made the list with a turnover of $4.5 million.

The biggest players in the market after Nokia are Sonera, now Telia Sonera after the Finnish and Swedish telecom companies merged in 2002. No. 3 in Finland is a telecommunications company, too. Elisa used to be the phone operator company for just the greater Helsinki area, but nowadays has nationwide coverage.

No. 4 is Tietoenator, a Finnish-Swedish software and services corporation, with a revenue of $1.5 billion and some 11,500 employees. HP was seventh after Siemens, and IBM landed eighth with a turnover $460 million. Oh, and No. 5 is an IT-gross retailer by the name of GNT Finland. The acronym comes from the favorite drink of the major shareholder and CEO — it stands for gin and tonic.

Q How has Talentum Media been affected by the market downturn of the past couple of years? Do you see any relief in sight?

A Talentum Media has had its share of the difficult times in the past two years. Display advertising in the B2B sector has been poor, dropping 15% to 20% a year. Recruitment hasn't been any better. On the contrary, at present we are some 80% down from figures in early 2000. This has required us to keep a very close watch on expenditures and, unfortunately, required some layoffs in late 2002.

At the moment the situation in Finland seems to be quite like it is in most countries: everybody knows the sun will eventually shine after the downpour, but unfortunately not even the forecasters seem to know exactly when. This is especially true for the electronics industry and IT; on the other hand some companies seem to take the rough weather quite well. At the moment it looks like the earliest we will see any relief will be Q2 2004.

Q Do IDG's other publications in the Nordic region pose any kind of significant competition for your publications in Finland?

A IDG's other publications do not pose a threat in Finland. The language is an efficient barrier, and the Finns like to subscribe to their newspapers and magazines and have them home delivered, instead of buying at the newsstand. We do sell one of our publications, *MikroPC*, on the newsstand, but net sales are some 2,000 copies compared to a subscription base of some 30,000.

Q Are there certain aspects of the Finnish IT market that are particularly distinctive compared to the rest of the Nordic region?

A The IT landscape in all Nordic countries is not the same from country to country (a typical mistake easily made by IT marketeers in the U.S.). The Finnish IT market has a lot of telecoms and mobile activity, and outsourcing is also much more common here than, for instance, in Sweden. Finns have been active in outsourcing especially in the industry where it is fairly easy to grasp the idea that IT is not the core technology of the company.

Q *Tietoviikko* has long been the market leader in Finland. To what do you attribute its success?

A *Tietoviikko* has dominated the market for over 20 years. The reason for its success is the good editorial quality and integrity in reporting abooout the IT business. Of course, it also was the first weekly newsmagazine in the business in Finland and had no direct competition for many years.

Q What is the competitive landscape like for your publications now?

A The competition for *Tietoviikko* and also for *MikroPC* nowadays is fairly stiff. The main competition comes from publications published by the Sanoma Group, the biggest newspaper publisher in Finland that late in 2001 also bought the magazine publishing operation from the VNU in Netherlands.

*Questions for our regular One-On-One columnists IDG Chairman **Pat McGovern** and CEO **Pat Kenealy** may be sent to world_update@idg.com. All questions are forwarded anonymously.*

PCtip continues to dominate the Swiss market

Focus on practical information for everyday PC users leads to circulation gain

Seven years after it emerged as a stand-alone publication, *PCtip* just keeps getting bigger and better. The best-selling computer publication in Switzerland, which recently passed the 60,000 mark for sold copies, counts numerous reasons for its success. Primary among them is its relentless focus on the needs of everyday PC users and its quest to be distinctive in the market.

One look at *PCtip* proves the adage that you can't tell a book from its cover. Its pages are newsprint – a holdover from its 1994 origins as a newspaper supplement, but it is published in a magazine format. Even with a redesign planned for later this year, newsprint will prevail. "We still think it's a unique selling point," said Editor-in-chief **Sonja Wunsch**, who noted the Swiss have always had an affinity for newspapers. "Newsprint gives the impression of the publication being more up-to-date, and it distinguishes us from the many German and U.S. publications on the newsstand, which are on higher-quality paper."

While in its early days *PCtip* served novice to average-level PC users, readers today extend from beginners to experts. With a broader audience and more advertiser interest, what had been a maximium page count of 80 has become the minimum, and *PCtip* now appears 13 times a year instead of 10.

Its primary Swiss competitor, *Online PC Magazine*, tries to accommodate almost any kind of computer user, including Mac users, networking specialists and corporate IT managers, and has steadily diluted its appeal to both readers and advertisers. While it also uses newsprint, it is in newspaper format. It has just 21,352 sold copies and a readership of 155,000 compared with *PCtip*'s reach of 271,000. It also has a reputation for compromising editorial to meet advertiser preferences, and its online content relies on an inadequate third-party press bureau.

No matter how well-versed they are with a computer, *PCtip* readers demand local content and practical solutions to their PC problems. The upcoming redesign will not only be more modern and easier to read, it will eliminate less popular sections, such as those about non-PC-related Web sites and news from Internet service providers. A more flexible design will also make it easier to create new editorial departments when needed or to react to the changing needs of advertisers, Wunsch added. More space will be created for a Q&A section, security issues and expanded visibility for results of the staff's testing of new products in the Swiss market.

***Sonja Wunsch** has served as editor-in-chief since 1997.*

This month's redesign of *PCtip*'s web site, www.pctip.ch, also emphasizes simplicity and improved readibilty. It devotes more space to a section on viruses that includes information about new viruses, a list of significant current viruses and information on how to stop them. *PCtip* also now incorporates a webcode system to make an easier link between the magazine and the web site. Every time the magazine refers readers to a page on the web site for more information, it will cite a five-digit code rather than a long URL. Readers can access that content quickly by typing a five-digit code into the webcode field on the site. In addition, the redesigned site will enable the staff to experiment with paid content in the near future.

In addition, the staff closely monitors Web site pages views, questions posted on the online help desk and which downloads are requested to help determine what readers consider hot issues.

For more information contact Sonja Wunsch at sonja_wunsch@pctip.ch. WU

Country-wide circ promotion yields readers

PC tip
Fr. 3.80
Tipps zur Bildbearbeitung: So manipulieren Sie Fotos ...
Top-Software zum Nulltarif
Wir stellen vor: Das sind die kostenlosen Alternativen zu teuren Programmen ...
Jetzt kaufen? DVD-Brenner schon ab 900 Franken ...
E-Mail ohne Virenfallen ...
Tipps für Ihre Festplatte: partitionieren & optimieren ...
Kleinanzeigen S. 73

PCtip has enjoyed a bump in paid circulation following a reader contest sponsored by the Swiss newspaper association. A contest insert in all participating publications includes a subscription form wherein readers can subscribe to any of the publications and also enter a drawing for big prizes, including a car. *PCtip* has participated twice and gained an average of 3,000 subscriptions. Costs to *PCtip* were CHF 10,000 (US$7,557) for the participation fee, CHF7,400 ($5,592) for the insert and additional postal charges and CHF 5 ($3.77) for the fee per sold subscription.

PCtip not only leads the Swiss IT publishing market in sold issues (48,000 subscribers and 12,000 newsstand buyers), and pass-along readership (271,000). Page visits to www.pctip.ch exceed three million monthly, and there are 10,000 subscribers to the *PCtip* daily online newsletter.

Survey response grows to 25% with prize lure

PCtip uses several methods to glean ideas for content and design changes. Adapting a questionnaire modeled after those used by *PC World* U.S. and *PC-WELT* in Germany, *PCtip* sends a survey to 500 randomly chosen subscribers each month. It asks them to comment on what stories they read that month, the stories' usefulness, and whether they would like more or fewer of the topics covered that month. The return rate rose from 16% to 25% when *PCtip* staff began raffling free software to three respondents chosen at random.

Two other surveys are sent twice a year that query readers on what kinds of subjects they would most like to see covered in the future and what hardware/software they use. Most recently, *PCtip* scaled back its coverage of games and mobile computing — areas that readers are somewhat interested in but don't expect *PCtip* to cover in detail, Wunsch said — and emphasized Windows SP, digital cameras, security and LCDs.

June 16, 2003

Reporter (BIO)

Bio-IT World Magazine is seeking a highly-motivated individual to contribute to Health-IT World, a twice weekly email newsletter. In this position, the reporter will cover news and analysis about the implementation of information technology in healthcare organizations. The person in this position is expected to break news regularly, generate additional story ideas, and stay abreast of healthcare industry developments and trends. The successful candidate should have a journalism background, 2-3 years experience in news. Technology reporting and knowledge of the healthcare industry is a plus. ***Location: Framingham – MA***
Contact: Email: jcjobs@idg.com

VP, Marketing (CWI)

Computerworld is seeking a dynamic and hands-on Marketing VP. Reporting directly to the President, this individual will be responsible branding, new product development strategy & launches, business intelligence, advertising and promotion, PR and marketing communications. The individual in this position will need to be able to be both tactical and strategic in leading a small team of marketing and research professionals. Candidates should have proven success implementing integrated media campaigns, 7+ years in a senior marketing management capacity, excellent communication and presentation skills, comprehensive knowledge of the computer publishing industry and the ability to work in a team-oriented environment with a high sense of urgency. ***Location: Framingham – MA***
Contact: Email: jobs@computerworld.com, Fax: 508-879-3760

Director, Custom Publishing (CWI)

Computerworld is seeking a sales professional to work in tandem with regional sales teams to develop and sell custom publication programs and sponsorships. The ideal candidate will have experience in selling through marketing programs and marketing concepts to high level sales and marketing managers in leading high tech companies. This person should possess an understanding of the process of publishing large multi-level programs. 7+ years of experience in publishing sales environment required. ***Location: San Francisco – CA***
Contact: Email: jobs@computerworld.com

Analyst, Account Manager (IDC)

IDC's Investment Research Services program leverages IDC's unparalleled knowledge base to provide the industry's best market technology perspective – encompassing emerging technologies, semiconductors, PCs and peripherals, servers, storage, data, telecommunications, Internet, software, services, channels, and end markets – with information designed to help our clients make sound business decisions. Commercial Banks, Sell Side and Buy Side Institutions and Vendor Capitalists use IDC's vendor profiles, technology forecasts, market trends, competitive situation evaluations, and international market analysis to formulate sound business strategies. To read the full description please visit idc.com. ***Location: Framingham – MA***
Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Financial Insights, Senior Account Executive (IDC)

Financial Insights, an IDC Company, is seeking to hire a Senior Account Executive located in the Western part of the United States who has been particularly successful selling hardware, software and/or services (e.g., advisory services, consulting services) to large Retail Banks, Investment Banks, Commercial Banks, Brokerages, and Venture Capital firms. Solid success selling to the Hardware and Software Vendor community who service the Financial Services marketplace is also very desirable. This position requires an experienced sales professional who will have responsibility to acquire large financial institutions, large "horizontal" and specialty financial services vendors, and consultancies in thirteen states (Alaska, Hawaii, Washington, Oregon, Idaho, Montana, Wyoming, Colorado, Utah, Nevada, California, Arizona and New Mexico) and three Canadian provinces (Saskatchewan, Alberta and British Columbia). The successful candidate will have a proven track record with strong, "leverageable" relationships and be able to "speak the language" of IT as it pertains to Capital Markets, Corporate Banking and Retail Financial Services. For a full description please visit Financial-Insights.com. ***Location- Mountain View, CA***
Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

(Continued)

Sales Representative (IDC)

The Sales Representative will operate in a business development capacity generating leads and collaborating with various product groups to determine the best course of action to take with specific clients. Additionally, the Sales Representative will be responsible for ensuring customer satisfaction through project management. The primary goal is to develop wider and deeper client relationships that will lead to increased revenue. This position will require approximately 15% travel to include client visits, functions and internal meetings. A successful Sales Representative will be able to work independently while keeping management informed of sales activities and on going client relationships. The candidate must possess a demonstrated record of sales success in a quota carrying environment. The ability to conduct themselves professionally in all sales situations. A Bachelor's degree in Business (or equivalent experience) is preferred. You must have 1-3 years of sales experience, preferably with technology or research. Knowledge of Excel is a plus.

Location: Framingham – MA

Contact: G. Lawrence, Fax: 508-935-4432, Email: glawrence@idc.com

VP, National Sales (IFW)

Reporting to the CEO, InfoWorld's VP, National Sales will be responsible for selling at a very high level, for developing and directing all sales planning and activity, and for achieving ad sales revenue and marketshare objectives. As the sales leader, s/he will motivate and manage the print and online sales teams through personal involvement and support and by setting an active example of sales success, and will work closely with other senior InfoWorld executives to optimize overall results. Not only a strategist and manager, the VP, National Sales will be out in the field maintaining and developing good relationships with clients and potential clients and being actively involved in industry events. The ideal candidate will be regarded as a highly effective, hands-on sales leader in the tech publishing field, with a record of being customer and solutions focused and meeting ambitious revenue objectives. A minimum of 8 years sales experience combined with 4 years successfully managing sales teams is required. Availability for extensive travel is a must. West Coast location a plus, but not essential.

Location: West Coast

Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Copy Editor (PCW)

PC World is looking for a Copy Editor to join its award-winning Editorial team. Job responsibilities include the following: copy editing and proofreading editorial content for the print and online versions of PC World, inputting copy edit changes, posting stories to PCWorld.com, coordinating art and production elements, and tracking the flow of assigned articles from manuscript to proof. The ideal person will thrive on working in a deadline-oriented, team environment and will have two to three years of experience copy editing/proofreading and some experience copy editing for a monthly publication. Candidates should have good working knowledge of The Chicago Manual of Style, as well as Microsoft Word and Excel, QuarkXPress, and XMetaL. Candidates will be asked to demonstrate solid copy editing abilities on an in-house copy editing test.

Location: San Francisco – CA

Contact: Job Opportunities, Email: jobopps@idg.com

Sales Manager (WEC)

IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include domestic and international booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospect's tradeshow needs. Candidates should possess a minimum of 5 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 95% over-the-phone inside sales; 5% face-to-face sales at competitive events as well as at client meetings.

Location: Framingham – MA

Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Mobile & Wireless World

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executive vice president.

The keynote speakers were Michael Gallagher, deputy assistant secretary for communications and information, U.S. Department of Commerce, who spoke on the U.S. government's position on wireless technologies; and Tony Scott, General Motors chief technology officer. Case study speakers included Ken Newman, director of information security and risk management, Deutsche Bank; Dave Salzman, program manager, United Parcel Service; and Lee Colaw, CIO, Pacific University.

Milton said that the challenge in launching any new event starts with providing value to both the attendees and the sponsors. Not only did the Computerworld Strategic Programs and Events team consult analysts and users for ideas, but researching the "leading user constituencies and surveying them about their successful mobile/wireless deployments was a key way to determine if we were on track for topical content and what vendors were the right players to approach for sponsorships," Milton said.

Computerworld's events team also put together a list of important mobile users who were invited as VIP's. "We even subsidized the travel and entertainment for a small number of very key users at the CIO level who then became a reference point for delivering a high-quality audience," Milton said. "This was leveraged through an assertive peer-reference marketing program, and we exceeded the numbers and expectations we had committed to the sponsors."

Computerworld marketed M&WW aggressively in other ways as well. "We built a user-focused agenda chock-full of user case studies," Hulitzky said. "We then sought out as attendees senior managers in companies with a high probability of concern about mobile and wireless as a mission-critical or competitive-advantage technology. That worked, because our audience was rich with people from logistics-intensive companies that depend on the speed of data that can't be limited by wires."

Also key to the conference's success was acquiring IBM as conference underwriter, a process that involved many months of diligent work by CW VP, Strategic Initiatives **Leo Leger**. "Convincing IBM to commit to the exclusive underwriter sponsorship status of the conference early in our sales cycle provided both the credibility the event required and the leverage we needed to pursue HP, Toshiba and other sponsors," Leger said. "Very simply, IBM got visibility. They want and need to be associated with mobile and wireless in the enterprise, and this was a tailor-made opportunity for that."

Mobile & Wireless World
Owned & Produced by COMPUTERWORLD

Part of that visibility was hands-on in the form of a Computerworld/IBM/Proxim-implemented Wi-Fi network. "Every attendee was given onsite use of new loaner IBM ThinkPad and a Proxim Wi-Fi card with high-speed wireless Internet access throughout the general sessions and breakout rooms, so business continuity and communications while at the conference were never an issue," said **Michael Meleedy**, group manager, event operations.

"M&WW represents a successful and financially profitable new brand launch for Computerworld," Milton said. "Our positive new-brand experience in 2003 positions us well to repeat with existing sponsors and expand to those companies that always take a wait-and-see attitude to new events, especially in a downturn economy."

Among M&WW's competition are the events produced by the Cellular Telecommunications and Internet Association, TechTarget and Gartner, Inc. Hulitzky said he believes M&WW is in a better position competitively because it is an executive-level conference. "We aren't necessarily looking to be the largest conference in attendee volume, but we are looking to claim the position as the top executive-level user event, whether those users are CIOs in user companies or the top manager responsible for mobile and wireless technologies."

Plans are for an annual event. For details contact Ron Milton at ron_milton@computerworld.com or go to www.mwwusa.com.

Automated survey says...

Computerworld makes rigorous use of an automated audience polling system from Machine Dreams at its conferences. The technology lets each audience member respond to questions using a wireless keypad at his or her seat. During logical breaks in the program, attendees vote for answers to relevant questions projected on a screen at the front of the room. Results are shown instantly to the audience.

For example, 80% of the attendees at the recent Mobile & Wireless World said their organizations will increase their mobile and wireless budgets in 2003.

Derek Hulitzky, Computerworld director of event marketing and conference programs, said the automated surveys provide attendees with "greater perceived value, an understanding of what their peers are doing and how their peers feel about various issues. We know attendees like participating in the audience polls from their level of participation, as well as the way they jot down the results once they appear on-screen. The real-time value for all concerned is tremendous."

He added that the results of all the polls are provided to *Computerworld* editors, used in conference press releases, and archived for future reference and use.

Coming up

Java World Day 2003
June 19
Tokyo
www.idg.co.jp/english/expo/index.html

IBM TotalStorage Solution Seminar
June 25
Tokyo
www.idg.co.jp/english/expo/index.html

IDC Storage Connections
June 26
London
www.idc.com/events

Macworld CreativePro Conference & Expo
July 14-18
New York, N.Y.
www.macworldexpo.com

what's working

German group's customer road shows bring IDG brand to the industry

The marketing team at IDG's magazine group in Munich created a road show concept last year that mixes business with pleasure and gets the sales and editorial staff from *PC-WELT*, *Macwelt*, *GameStar* and *tecChannel* much closer to clients. Twice a year about a dozen managers representing sales, marketing, editorial and administration visit the six or so cities in Germany where most clients and agencies are located. During the day the team splits up to conduct sales presentations at various client offices, and at night staff and clients meet in that city's best venues for dinner and conversation for an evening called "IDG Lounge."

Customers were invited to participate in a wine-tasting contest as part of the IDG Lounge series held last month. Customers tasted six white and red wines from different countries and had to guess which wine was from which country; winners took home a bottle of wine.

One of the company's most successful road show events was the premier party for the latest James Bond movie last December with almost 100 customers.

Road show visits are spread out over several weeks, though visits to different cities on consecutive days happens occasionally. Since IDG's products are market leaders in Germany, the team usually has an easy time getting appointments with clients eager to hear about new editorial products, special print and online ad offers, circulation gains and test center results on the vendor's products. Prospective clients are receptive to the team as well, as they recognize IDG's market leadership and are interested in learning about IT market trends and IDG's positioning of its product lines.

One of IDG Magazine's clients takes home a bottle of wine from the wine-tasting contest as PC -WELT Publisher ***Stephan Scherzer*** *(left) looks on.*

"The road shows, the *PC-WELT* Brand Awareness event during the summer and the VIP event during Cebit where our 50 top clients meet IDG Chairman **Pat McGovern** all bring our brand to the industry," said *PC-WELT* Publisher **Stephan Scherzer**.

For more information contact Marketing Director **Katja Martin** at kmartin@pcwelt.de.

WU

Spaced out!

Financial Insights
An IDC Company

IDC Copy Editor ***Ellen Hughes*** *(right) dropped by to check out the newly renovated office and scoop up a sundae. With her is Financial Insights Marketing Programs and Communications Director* ***Deborah Stark****.*

Financial Insights COO ***Michon Schenck*** *(left) congratulates* ***Suzanne Woodruff*** *on a job well done.*

Staff at IDC Financial Insights recently celebrated the completion of their new, roomier quarters at 1 Speen St. in Framingham, Mass., by inviting colleagues from IDC's other offices to drop by for an old-fashioned ice cream social. The 30 employees of Financial Insights, which was purchased by IDC in October 2002 and has been adding staff at a steady rate since then, had been squeezed into a variety of cube space and offices spread out over two floors.

With the completion of the four-month buildout under the direction of Facilities Director **Suzanne Woodruff** and Facilities Service Manager **Lloyd Kosh**, all employees are now together on the second floor and enjoying their 8,000-plus square feet of renovated space. A second open house was held at the end of May to show off the new office to some 50 of the company's clients.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16

Irmtrud Schäfer *IDG Germany*

14

Janet King *IDG Research*

10

Mark Levitt *IDC*

9

Virginia Lehr *IDC*
Stephen Compton *PC World*

8

David Harmer *IDG Global Solutions*
Amie White *IDC*
Emmie Hung Clark *Computerworld*

7

Manuela Mancosu *IDG Italy*

6

Walter Mehl *IDG Germany*
Alana Jones *IDG*
Dagmar Eiben *CXO Media*

4

Natascha van den Berg *IDC Benelux*
Darrell Denney *IDG New Zealand*
Paul Morrisette *IDC*
Walter Mastrapa *PC World Latin America*
Wong Wai Chee *Computerworld Singapore*

3

Christopher Chute *IDC*
Anna Danilenko *IDC*
David Shapira *IDC*
Robert Weber *IDC*
Stephanie Torto *IDC*
Eric Domage *IDG France*
Jennifer Kavanagh *InfoWorld*
Tom Sullivan *InfoWorld*
Arturo Flores *PC World*
Wei Wu Cheng *PC World*

2

Kyoko Suzuki *IDG Japan*
Andreas Schmitz *IDG Germany*
Michael MacMillan *IT World Canada*
Kirsty Robertshaw *IDC U.K.*
Kenneth Furer *IDC*
Dan Horgan *CXO Media*
Derek Jung *CXO Media*

1

Stanley Jeong *IDC Korea*
SoonYul Chang *IDC Korea*
Nina Olsson *IDG Sweden*
Kelly Hoit *IDG New Zealand*
Jason Tyler *IDC*
Jane Evans *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Aruba — and more!

The following rentals were posted recently on IDG World Update Online's Marketplace section (www.idgworldupdate.com). Go online for more details and vacation listings in Maine, Cape Cod, and Miami.

Aruba timeshare
One week timeshare at Aruba's Casa Del Mar (Ambassador unit). One bedroom/one bath, sleeps four. Beautiful pool and ocean. Week 48 — premium time. $4,500 or best offer. Call 508-394-2799 for further information.

Centerville, Mass., vacation rental
Two-bedroom ranch house located within walking distance to Craigville and Covell beaches. Sleeps six. Less than two miles to Hyannis, island ferries and major attractions. Some prime weeks available in July and August. Prime weeks: $1,250/week; other weeks: $800. Contact **Pat Josefek**, pjosefek@nww.com.

noteworthy people

New employees

PC World has hired **Christine Chapman** as assistant manager for retention marketing. She was previously circulation manager for *MacHome* magazine. A graduate of Syracuse University in Syracuse, N.Y., with a B.A. in English and psychology, she enjoys photography and dining out.

Network World's new event planner is **Dale Fisher**. Now helping with the planning of Executive Forums events, Tech Tours and custom events, he was previously manager of special events for Fidelity Investments. He holds a B.S. in marketing from Syracuse University in Syracuse, N.Y., and a certificate in meeting management from Bentley College in Waltham, Mass. A skier who worked at the 2002 Winter Olympic Games in Salt Lake City, he also enjoys golf ("though I'm not very good") and cooking.

Miami-based IDC Latin America has hired **Roberto Rojas** as senior account manager in the Software and Services sector. He was previously sales manager and network storage product manager with EMC Latin America. He holds a B.S. in mechanical engineering from Florida International University in Miami and an M.A. in mechanical engineering from Virginia Tech in Blacksburg, Va. A competitive swimmer, he enjoys spending time with his wife and two children.

Previously a strategic accounts manager with CMP Media, **Martha (Missy) Martin** is now director, Enterprise Major Accounts, with IDC West in Mountain View, Calif. She graduated from the University of Georgia in Athens, Ga., with a B.A. in psychology and enjoys golf, horseback riding, and traveling.

IDG WORLD UPDATE

Chapman

Keith Elshout joins IDC U.K. as IT manager, coming from the global recruitment firm Harvey Nash where he was technical project manager in the worldwide operations department. He holds a diploma in Electronics (Computer Service) from Royal Melbourne Institute of Technology in Melbourne, Australia, and is currently studying for a B.A. in business studies at the University of Westminster in London. He enjoys cooking and photography and tries to run a couple of triathlons per year. "Every time I finish I ask myself, 'Why?' I have yet to answer that one," he said.

TERRY CUMMINGS

Elshout

Returning employees

Previously regional sales director with CXO Media, then with Ziff-Davis in a similar role, **Jim Barrett** returns to IDG as account director in Computerworld's San Francisco office. He holds a B.S. in journalism with a specialization in advertising from Southern Illinois University and enjoys golf and horses.

IDG WORLD UPDATE

Barrett

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by July 15.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* sport safes.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

style rules!

IDG News Service News Editor ***Nancy Weil*** *(a.k.a. the Style Goddess) keeps IDG News Service staff on their grammatical toes with periodic updates about important style and grammar considerations. Below are some recent highlights. (Note: these are selected for general usefulness and interest. Some points of style may not be applicable outside the U.S.)*

Whether is usually sufficient: Often the words *or not* are redundant when appended to *whether.* That's not always the case, but in these instances *or not* can be omitted and the meaning is not lost (adapted from The New York Times Manual of Style and Usage):

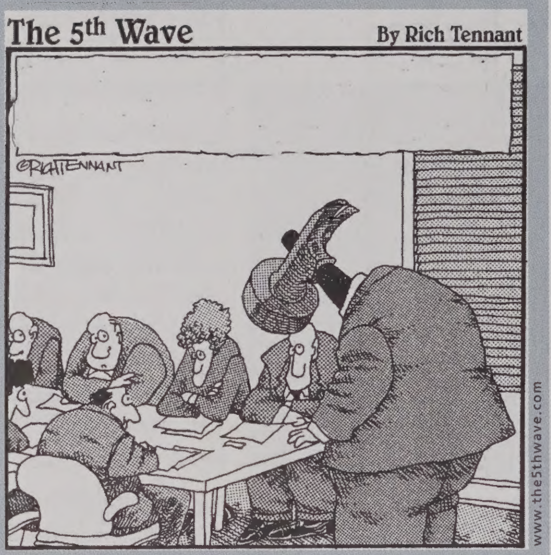
- When the *whether* clause is the object of a verb: *Bob wonders whether Pedro will pitch today.* (The clause is the object of *wonders.)*
- When the clause is the object of a preposition: *Joe will base his decision on whether his boat has been repaired.* (The clause is the object of *on.*)
- When the clause is a subject of the sentence: *Whether the boat will be ready depends on the mechanic.* (The clause is the subject of *depends.*)

When a *whether* clause modifies a verb *or not* is needed: *The game will be played today whether or not it snows.* (The clause modifies *play.*)

Proper possession: Do not attempt to create a contraction by tacking 's on to a proper noun. This alarming concoction — *Bob's pitching tonight.* — is wrong. Appending *'s* to a proper noun creates one thing and one thing only: a possessive. The apostrophe does not stand in for a letter in this case.

Big Brother References (often overused, ahem...) to George Orwell's *Big Brother* should be capitalized. Lowercased *big brother* would correctly be interpreted to mean an older brother.

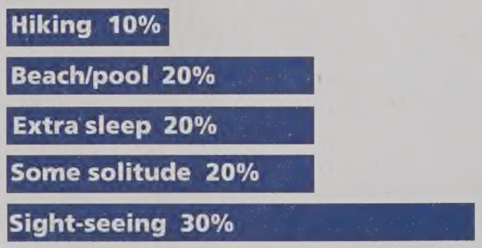
About When referring to numbers, it's not correct to use *about* except with a round number. Usages such as *about 22* or *about 43* are awkward because those are specific numbers and there shouldn't be any "about" about them. Either the number is 22 or 43 or it is not. However, when you don't know the exact number it's fine to say *about 20* or *about 40 million* or whatever. Just make sure the number is round.



Question of the week

When it comes to vacations, respondents to this week's question of the week are fairly evenly divided in their wants with a slight majority opting for sightseeing and only 10% requiring any sort of physical activity.

Be sure to log onto www.idgworldupdate.com and vote on this week's question: How many countries have you ever visited?



Online IDG Directory is the place to go for contact information

The online IDG Directory (www.idgdirectory.com or on Lotus Notes) contains contact information for employees and business units worldwide and lists the publications and Web sites at each company. The records' specific details include addresses, telephone and fax numbers, employee titles and e-mail addresses.

Users who go directly to www.idgdirectory.com can use their IDG Central password to access the site. If you don't have one, go to http://idgcentral.com and fill out a request online. If you have lost your password, send an e-mail to globalcomm@idg.com. Check to see if your individual listing is included and correct, and e-mail any changes to IPS Financial Coordinator **Michele Nealand** (michele_nealand@idg.com, 617-239-7842).

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Urs Flueckiger	*IDG Switzerland*
Jason Meserve	*Network World*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG World Update

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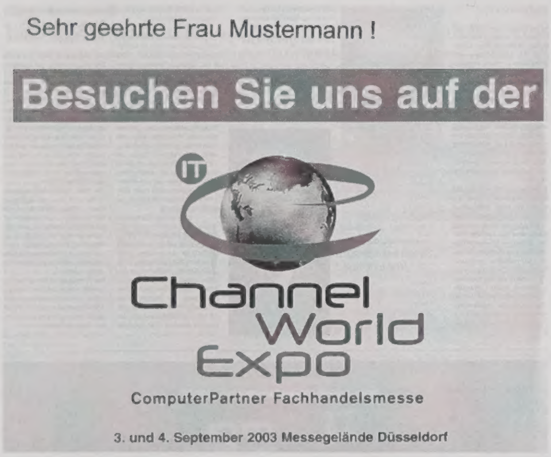
ComputerPartner gets personal with advertisements



Sehr geehrte Frau Mustermann !

Besuchen Sie uns auf der

Channel World Expo

ComputerPartner Fachhandelsmesse

3. und 4. September 2003 Messegelände Düsseldorf

Frau Mustermann received this personalized house ad for the upcoming Channel World Expo. In her issue of Computer Partner. "Sehr Geehrte" translates to something akin to 'Very honorable,' and it is a very common way of starting a business letter.

Readers of *ComputerPartner* in Germany are finding that not only does the editorial speak to them but the ads do as well. Since March, the weekly *ComputerPartner* has run eight ads that are personalized with the name of the subscriber who receives the magazine.

"I was searching for new possibilities to utilize new technologies to customize our print products and increase the value we offer our advertisers," said **Heinz Zimmermann**, production director for Computerwoche Verlag, the parent business unit for *ComputerPartner*.

"When we started the project the sales team carried out a low-cost survey to verify the acceptance within the client community," said **Alessandro de Bochdanovits**, *ComputerPartner* publisher. "The general feedback was positive, so we decided to proceed."

In researching this idea, it became clear that no other large-circulation magazine [*ComputerPartner* has a controlled qualified circulation of 30,000] could offer individualized content, "so there were no convincing technical solutions," Zimmermann said. So the production team at Computerwoche Verlag set about working with staff of Augsburg, Germany-based printer ADV to create one of their own, a process that took two years.

The largest problem for Zimmermann's production team and ADV was synchronizing the address on the mailing label and the name on the ad inside the publication. A subscriber's name and address, as well as a code number specific to that subscriber, are printed on the issue's mailing label. ADV's printer recognizes the code number and then prints

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New IDG World Expo conference targets biometrics, security

What is biometrics?

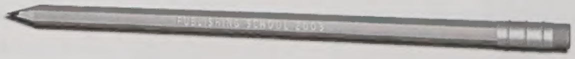
There are a number of definitions of biometrics ranging from purely biological to more technology-driven interpretations, according to IDG World Expo Business Development Manager **Lauren Davis**. "In the case of our new brand, we define biometrics as the development and application of automated methods of authenticating or verifying an individual based upon physical or behavioral characteristics," she said.

Moving quickly to fill a gap in the market for information about the use of biometrics in border protection both in the U.S. and around the world, IDG World Expo this month launched the first in a series of international BiometricsWorld Executive Conferences.

With triple the anticipated turnout at the two-day conference held June 3-4 at the Renaissance Washington, D.C. Hotel, the Framingham, Mass.-based company is clearly onto something. "We view biometrics as an increasingly important strategy as it relates to security within a growing number of industries," said VP/Sales, Marketing & Product Development **Rob Scheschareg**. "The U.S. government has significantly stepped up its commitment to security from infrastructure and budgetary standpoints, and with border security being especially topical, we felt

continued on page 2

IDG Sweden's Publishing School helps employees advance



Hollywood may have its Walk of Fame, but in Stockholm, IDG employees have the Wall of Fame. Earlier this month, the portraits of 15 employees were added to the wall signifying their completion of the rigorous and selective IDG Sweden Publishing School.

The annual publishing program began in the mid-1990s as a way to give employees an inside view of the various facets of the publishing process. It evolved as a local version of the former IDG Publishing Institute organized by IDG's Training and Development group in the U.S. Over the years the program has become longer and more in-depth, featuring outside speakers as well as IDG Sweden staff. More than 70 students have furthered their

continued on page 5

in brief newsworthy

IDG's Iranian partner wins top prize in annual magazine competition

IDG's Iranian licensee, Group of Scientific & Research Publications (GSRP), which publishes an edition of *PC World* in conjunction with its monthly *Electronics & Computer* magazine, last month earned the Golden Prize in Iran's 10th Exhibition of Publications. Held in conjunction with the country's Tehran International Book Fair and Press Festival, the annual magazine competition is now in its 16th year. At 26 years old, *Electronics & Computer* is one of the country's oldest IT publications.

Criteria used to evaluate the publications included:

- Innovations in content.
- Completeness of coverage.
- Quality and depth of articles.
- Currency of news and information.
- Continuity and timeliness in publication and distribution.
- Customer service.

This year's competition attracted a total of 850 publications. *Electronics & Computer* beat out 344 other publications in the scientific and specialty category to take home the top prize. The award was the seventh received by GSRP in this competition.

GSRP staff who work on the Iranian edition of PC World show off their award from the recent Exhibition of Publications.

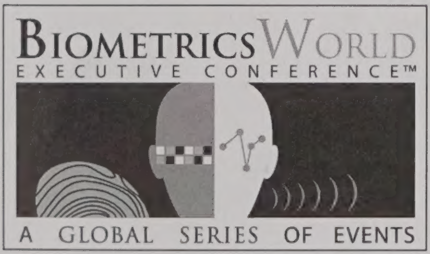
For more information, contact International Relations Associate **Manijeh Zareian** at zareian@gsrp-fair.com.

BiometricsWorld

continued from page 1

that it was a fitting launch agenda."

The field of biometrics has been one of growing importance, and IDG World Expo had been exploring the possibility of such a conference for some time with its partner, consulting firm International Biometric Group. However, recent developments, such as the announcement by International Civil Aviation Organization of a global blueprint for the integration of biometric identification information into passports, have gotten the attention of the industry and accelerated the timetable for launching this event. "This is a highly topical issue, and we believed it was important to provide a venue for information sharing that is not currently available elsewhere," Scheschareg said, noting that the entire conference came together in just six weeks. "We found that a top-of-mind theme was a great draw, plus we gained a first-mover advantage."



Nearly 200 professionals from the private and public sectors representing nine countries gathered in Washington, D.C., to hear an impressive lineup of speakers comprising senior government officials and industry-leading vendors and consultants discuss critical issues and updates related to biometrics as well as recommendations for implementing biometrics for travel documents and border security.

Participating companies from the private sector included AT&T, Boeing Co., Booz Allen Hamilton, Cogent Systems, GE, IBM Lockheed Martin and Northrop Grumman Info Tech. Public sector speakers included: Russ Neuman, senior policy analyst at the White House Office of Science and Technology; Martin Giles, assistant director, U.K. Immigration Service; James Jeffers, of U.S. Customs and Border Protection; Gayle Nix, CIO, Information Management and Technologies Branch, Citizenship and Immigration Canada; and several speakers from the U.S. Department of Homeland Security, among others.

During their session on the U.S. Visitor and Immigrant Status Indication Technology (VISIT) program, Robert Moony, director, and Jim Williams, deputy director, said that they anticipate that the U.S. VISIT system will be implemented by year-end at all airports and seaports and will apply biometrics technology. The program had an original target completion date of October 2004, but has been accelerated as border security has become a priority.

"We see significant potential for this brand as biometrics penetrates the private sector in industries such as finance and healthcare," Scheschareg said. "We are working hard to determine future BiometricsWorld events and will be announcing more definitive plans within a month."

For more information contact **Lauren Davis** at lauren_davis@idg.com or IDG World Expo Director of Public Relations **Brooke Selby** at brooke_selby@idg.com.

one on one the interview

Don Kennedy
The managing director of IDG Australia is this week's columnist. Reach him at don_kennedy@idg.com.au.

IDG Australia at-a-glance

Year established 1978

No. of employees 80

Publications *Computerworld, PC World, Australian Reseller News, CIO, CIO Government, Information Age, Australian Biotechnology News, Today's Life Science, Lab News, PC World* minibooks

Web sites Besides sites attached to our publications, we also have:
www.CSOonline.com.au
www.LinuxWorld.com.au
www.ITMarketer.com.au
We also offer more than 30 e-mail newsletters.

Other business IDG Contacts, a leading database and market research company.

Events *CIO* has conferences in Sydney in May and September. Next year it will add a CIO Government in Canberra in March.

Major challenges for FY04 Creating enthusiasm in a market that has been hunkered down too long.

Most recent accomplishment No question about it — our 25th birthday party, jointly celebrated with IDC Australia and attended by several overseas guests headed by Pat and Lore McGovern.

Q IDG Australia seems to have the most successful biotech portfolio of any IDG company in the world. Is Australia different? Can other countries copy you?

A That's very kind, but we won't be able to know how successful we really are for a few years. I believe biotechnology is an essential and forward-looking investment for IDG. Life sciences will grow in importance over the next several decades, much as IT did. The companies that provide the best information services today will grow with this industry and become the most trusted sources of information.

Unlike so many of our IT businesses, life sciences products should be built to attain relatively modest profits in the short term and grow (hopefully at a faster rate) as the industry grows. I liken our investment here to what it was like to launch *Computerworld* in Australia 25 years ago.

I don't know other markets well enough to suggest if other IDG business units can copy us or not, but we are always happy to share information with anyone else in the IDG family. I can suggest that other business units should be very aware that the life sciences market is very, very different from the IT publishing market. You need to do research to understand your local market before you enter it, and you need to bring in people with expertise in the field and not just ask your IT experts to learn a new field.

I also would suggest that other IDG units might want to try to copy one of our great early successes, which has been with reader revenue. Our pre-launch research showed that our likely readers were used to paying for important content and that they often paid amounts significantly higher than what are charged for IT publications. As a result, we priced *Australian Biotechnology News* (ABN) more than five times higher than *Computerworld*, and within three months of launch, *ABN* was bringing in more circulation revenue than *CW*. Now, after a year of publication, we are making a major push to a user-pays model and are providing the weekly paper and access to online news only to paid subscribers. So far, the results are very encouraging.

Q Australia and New Zealand are just about the most isolated countries in the IT world. Does that help or hurt you?

A I will let **Bob Pinchin** [managing director of IDG New Zealand] speak for New Zealand, but I think it helps IDG here in Australia. IDG's unique decentralized system gives us an absolute edge over competitors because it allows us to access the best global resources while always making decisions that are best for our local market. While that's good for every business unit, I suspect the tyranny of distance makes it especially important for Australia.

For example, any good IT publisher needs to cover the world market, especially U.S. companies. Our local competitors do not have the shared resources of the IDG News Service and the Global Product Support Centers, and they end up paying high percentages of their revenues to license material from others.

On the other hand, because of IDG's philosophy of decentralized management, we have always been run as if we were a local company. When U.S. and European companies land here expecting to replicate their home market success, they often fall over in a heap because they do not understand the unique aspects of this market. Since I have been managing director, we have seen *PC Week*, *PC Magazine*, *Computing* and Comdex go out of business here. Just a few months ago Penton Media closed its doors here after losing more than $A1 million (US$670,000) last year publishing *Computer Reseller News* and *Information Week*.

Q You are a regular speaker on management at IDG training sessions. What are your best tips?

A I have been lucky enough to speak at several IDG training sessions in the U.S. and once in China. In each instance, I have encouraged our managers and future leaders to take chances — and more importantly, learn how and when to take those chances.

If you are afraid to make mistakes, you will never grow your business. But you need to understand how to control the risk so a mistake doesn't do mortal harm to the business, and you need to learn from your mistakes so you don't make the same mistakes again. At the Media Management Institute in California this March, I told the group how two out of three products we had started in Australia in the last 10 years had not survived. But without the third that did survive, our revenues today would be 53% lower and our profits down 41%.

At a CIO Conference in Sydney this year, one of the speakers summed it up for me when he said, "You can't save yourselves rich. The business of business is growth."

My expansion on this would be that careful and smart spending on existing products and overheads is actually the key way our businesses generate additional profits enabling us to take reasonable risks in growing the business.

PC World shares Test Center expertise with visitor from *PCW Vietnam*

Southeast Asian licensee plans to launch similiar facility to test products for local market

Staff at the PC World Test Center in San Francisco recently helped sister publication *PC World Vietnam* take the first step toward establishing a test center of its own by hosting *PC World Vietnam* Technical Department Chief **Tuyen Quoc Dang** for two weeks of hands-on training.

"We want to set up a test lab to evaluate the value and performance of both local and foreign IT products to meet the increasing demands of the Vietnamese IT market," Dang said. "But where should we begin? We read the Top 10, Top 100 and Reviews columns of *PC World U.S.* and think their Test Center is doing a great job and must have a lot of experience testing IT products. So we'll begin by learning directly from them."

Two weeks at the PC World Test Center gave PC World Vietnam's ***Tuyen Quoc Dang*** *many ideas about how to establish a similar test center in Ho Chi Minh City.*

Among the things Dang wanted to learn, he said, were the following:

- How to set up and run a Test Center from scratch.
- The principles for testing and ranking IT products in general.
- How to test and rank specific IT products.

PC World Test Center Director **Ulrike Diehlmann** paired Dang each morning and afternoon with a staff member to learn a particular Top 100 topic. "His mandate was to learn all types of testing we do, all inventory procedures, and some management tasks such as scheduling, keeping track of deadlines, and how to coach and guide analysts," Diehlmann said. "[Senior Performance Analyst] **Jeff Kuta** taught him the processing workflow in reviews and what happens after we submit the raw data and how it becomes a full comparison chart." Dang also met with *PCW* Editor **Harry McCracken** to get more information on the editorial process and conducting reader research.

"Everyone in both the Test Center and Editorial was always willing to help me. It was absolutely worth it," Dang enthused. "*PC World Vietnam* magazine is still young and small compared to some other *PC World* publications, so we take any chance we can to learn from them." Having an opportunity to arrange for employees to get interactive training at foreign IDG business units in specific aspects of publishing, such as testing IT products, marketing, circulation, and conducting surveys to get reader feedback is a great benefit of his company's relationship with IDG, Dang noted. "But, because of tight budgets, we must think carefully about which aspects are most necessary."

Diehlmann said she would gladly take on another skilled trainee, "but the timing would have to be right. It takes time away from our deadlines, although Tuyen was exceptionally good in learning things so we could train as we were testing, and all of my staff was terrific in making this successful for him." She said Dang's stay was limited to two weeks because of time and staff constraints, as well as finances. "*PC World Vietnam* had a small budget for him to do this, and hotels and food and airfare cost a lot," she said.

For more information contact Tuyen Quoc Dang at tuyendang@pcworld.com.vn or Ulrike Diehlmann at ulrike_diehlmann@pcworld.com.

Coming up

Bio-IT World Conference & Expo
July 9-10
Malaysia
www.bioitworldexpo.com.sg

Macworld CreativePro Conference & Expo
July 14-18
Jacob K. Javits Convention Center
New York, N.Y.
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 4-7
The Moscone Center, San Francisco
www.linuxworldexpo.com

Bio-IT World Conference & Showcase
Aug. 6-7
Singapore
www.biotiworldexpo.com.sg

CIO 100 Symposium® & Awards Ceremony
Aug. 17-19
The Broadmoor
Colorado Springs, Colo.
www.cio.com/conferences

Web Services Conference
Aug. 28-29
Shibuya Marc City
Tokyo
www.idg.co.jp/english/expo/index.html

Insights 2003
A Financial Insights event
Sept. 3-4
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Boston
www.financial-insights.com/insights2003/

IDG

June 23, 2003

Client Services Representative, Part Time (IDC)
The Client Services Representative will be responsible for supporting IDC's Industry Accounts external and internal customers with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing all customer service support to Industry sales staff by creating reports, inputting orders, assisting the sales team members and collaborating with analysts. A Bachelor's degree or Associate's degree or equivalent experience required. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems. Proficiency with Microsoft Office suite is a must. The ideal candidate will have 2-3 years of previous experience as a Customer Service Representative in the Information Technology or Telecom industry. ***Location: Framingham – MA***
Contact: G. Lawrence, Fax: 508-935-4432, Email: glawrence@idc.com

Financial Insights, Senior Account Executive (IDC)
Financial Insights, an IDC Company, is seeking to hire a Senior Account Executive located in the Southern part of the United States who has been particularly successful selling hardware, software and/or services (e.g., advisory services, consulting services) to large Retail Banks, Investment Banks, Commercial Banks, Brokerages, and Venture Capital firms. Solid success selling to the Hardware and Software Vendor community who service the Financial Services marketplace is also very desirable. This position requires an experienced sales professional who will have responsibility to acquire large financial institutions, large "horizontal" and specialty financial services vendors, and consultancies in eleven states (Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, and Florida) as well as Puerto Rico and the Caribbean. The successful candidate will have a proven track record with strong, "leverageable" relationships and be able to "speak the language" of IT as it pertains to Capital Markets, Corporate Banking and Retail Financial Services. To read a full description, please visit **Financial-Insights.com**
Location: Miami – FL
Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Research Director, Semiconductor Research (IDC)
The Research Director, Consumer and Semiconductor Markets will provide analytical coverage of major semiconductor communications and consumer markets including DVD, STB/DTV, Game console, DSC, Telematics, and other digital consumer areas. Coverage will include market sizing, forecasting, technology/system trends, vendor analysis, pricing trends, supply and demand analysis and markets share. Coverage of these markets will also include understanding, writing, and research on embedded processors, ASSP/ASICs, mixed signal analog, and DSPs. The analyst will participate in equipment teardowns for primary and secondary research and track pricing trends related to coverage areas, and support our biweekly semiconductor perspectives newsletter. The analyst will also provide customer service in terms of meeting with customers, product briefings, presentations, and inquiry support. The analyst will interact in a team environment with other IDC analysts inside and outside the semiconductor research group in addition to participating in consulting projects and sales and business development. ***Location- Mtn. View - CA***
Contact: I. Juhola, Email: ijuhola@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Publishing School

continued from page 1

MATS ERICSSON

The IDG Sweden Publishing School Class of 2003 (l-r): ***Susanne Johansson****, editor-in-chief, CAP&Design;* ***Dennis Zirath****, sales rep, B2B publications;* ***Jesper Landén****, sales rep, media publications;* ***Harald Fragner****, CTO, IDG Sweden;* ***Ulrika Ullman****, sales rep, key accounts;* ***Jens Svensson****, circulation manager, SOHO magazines;* ***Jane Skullman****, advertising manager, CIO;* ***Andreas Hedberg****, marketing manager, SOHO magazines/Studio;* ***Karl-Johan Byttner****, senior reporter, ComputerSweden;* ***Lisa Esseen****, art director, Pren.Promotion;* ***Mats Brandon****, editor, IT-Branshen;* ***Anders Berglund****, sales manager, SOHO magazines & web;* ***Peter Nyström****, production manager, magazines. Not pictured:* ***Johan Birath****, sales manager, ComputerSweden;* ***Stefan Andersson****, marketing manager, ComputerSweden.*

A team effort

Members of the project team that guided the 2003 IDG Sweden Publishing School were Chief Business Controller **Anders Huldt** (headmaster and project leader), Business Development Manager **Sven-Erik Remmare**, CFO **Fredrik Henckel**, *CAP&Design* Editor-in-Chief **Ida Kärrby**, *CAP&Design*, *MacWorld Sweden* Sales & Marketing Manager **Gabriel Kärrby** and *Computer Sweden* Production Support Preprint/Traffic Manager **Mats Öhman**.

careers through the program, many moving on to higher positions within IDG Sweden.

This year's agenda covered creating a marketing plan, planning art and design, journalistic ethics, the production process, creating a budget, personnel management, presentation skills and selling a magazine concept to a potential investor.

IDG Sweden Chief Business Controller **Anders Huldt**, who led the team that planned this year's curriculum, said while the core of the program has stayed the same, "over time we have focused more and more on the practical aspects of the publishing business, adding visits to printers and distribution companies and providing more instruction on analyzing target readers and advertisers."

One new aspect of this year's program was that five of IDG Sweden's largest suppliers sponsored the school. Sponsors financed jackets and briefcases — branded with IDG Sweden, Publishing School and supplier logos — participated as teachers and hosted visited to their facilities. "The purpose of sponsorship was to be able to give some extras for the students but also to recognize the suppliers as the important partners they are," Huldt said.

Any IDG Sweden employee can submit an application explaining their interest in attending the program and how they will use the skills learned. Employees must have their manager's recommendation. IDG Sweden's executive management team makes the final selection. Competition is fierce. "We planned to have 12 students this year but expanded to 16, and that represented just 45% of the people who wanted to be in the program," Huldt said.

Attendees represent almost every job category within IDG Sweden. They are organized into four project groups for the program, with the goal of creating a concept and business plan for a mock publication. Each group is assigned a tutor who is an experienced marketing manager, publisher or editor-in-chief for one of IDG Sweden's titles.

This year's program ran over five months, with 15 days of scheduled classes and a similar amount of time spent on projects outside of regular working hours. At the end, a panel of experts judges the plans for the mock publications and decide whether they are worthy of investment. Judges this year were *Computer Sweden* Editor-in-chief **Lars Dahmén** and three outsiders: the president/publisher of an online publishing company, the product manager for a magazine/newspaper distributor and the founder and partner of a Web design bureau.

"The understanding of the whole process and the importance of each part in publishing is of use in my daily work with our customers at IDG," said Key Account Manager **Ulrika Ullman**. "The road has been demanding, intensive, instructive and very fun," said **Jens Svensson**, circulation manager for IDG Sweden's SOHO magazines. "The Publishing School has strengthened us in our future role as publishers, and we all dream of publishing a magazine of our own someday soon."

For more information contact Anders Huldt at anders.huldt@idg.se. WU

ANDERS HULDT

The IDG Sweden Publishing School's Wall of Fame is located outside the company's largest conference room.

noteworthy people

New employees

IDG WORLD UPDATE

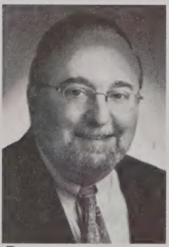
Angus

IDG WORLD UPDATE

Coughlin

IDG WORLD UPDATE

Alla



Fox

InfoWorld has hired **Zorraine Angus** as a graphic designer. She comes to *InfoWorld* from her role as consumer service representative at the University of California/Berkeley Recreational Center. She holds a B.A. in mass communications from UC/Berkeley and enjoys dancing and walking her dog.

Maureen Coughlan is IDC Framingham's new junior staff accountant. A recent graduate from Boston University's School of Management with a B.A. in business administration, she has also spent the last two summers as an intern at the U.S. State Department. An Irish step dancer for 16 years, she now teaches it on weekends. Her dance team recently won third place in the World Championships in Ireland.

IDC's Storage Systems Group welcomes Senior Analyst **Natalya Yezhkova** to Framingham, Mass. She recently had an internship at EMC Corp. while she was finishing her M.B.A. at Babson College in Wellesley, Mass. Natalya graduated from Moscow State University with an M.S. in math and was also a math Ph.D candidate there. She enjoys painting, calligraphy and digital photography. One of her photos was selected by the International Library of Photography (www.picture.com) for publication in a hard-bound album later this year.

Jim Alla has been hired as VP, Business Development, with IDG Communications in Framingham, Mass., coming from his role as executive VP, Sales and Business Development, at Newmediary. He holds a B.A. in economics from Middlebury College in Middlebury, Vt., and enjoys skiing, boating and hiking.

Network World has hired **Kristen Kennedy** as an event coordinator for DEMO and DEMOmobile. She was previously an administrative coordinator with Optiant, Inc. A graduate of the University of Hartford (Conn.) with a B.A. in communications specializing in advertising, she enjoys sports, travel and time spent with friends.

Returning employees

After a three-year stint as CNET's editorial director, **Steve Fox** has been named editor-in-chief of *InfoWorld*. He had been working as an editorial consultant for several months helping with *InfoWorld*'s transition from tabloid to magazine format in April. Fox has more than 24 years of print and online publishing experience, including almost nine years at IDG where his responsibilities included serving as editor of *PC World* and editor-in-chief of PCWorld.com.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

ComputerPartner ads

continued from page 1

the appropriate name on the specified ad within the issue.

Depending on the size of the ad, personalizing it adds about 2,500 Euros (US$3,000) to 5,000 Euros ($5,900) to the regular cost of the ad, a cost that is absorbed by the clients, which to date have only been local ones. "Advertisers who have already taken advantage of the personalized ad were very taken by it," Zimmermann said, noting that one client has run four ads and another two. None balked at the added composition cost of the ad.

De Bochdanovits said that thanks to a well-maintained client database, most of the copies of *ComputerPartner* sent to clients and potential clients are directed to one person at a company. "So most of our potential clients received an issue with an ad with an individual's name on it. The perception in the market was huge, and the feedback was terrific. A lot of our clients called our sales department the day their issue arrived," he said, adding that this capability has been made a highlight of every sales presentation.

Reader reaction has been equally positive, Zimmermann said, with the exception of one reader who was afraid that his name was being seen by the entire subscriber base of *ComputerPartner*. "We informed him that his name was only on the one issue, the one he held in his hands, which was an issue we had personalized for the first time," Zimmermann said.

While the technology currently allows only one personalized ad per issue, Zimmermann said he believes that in the future entire issues – both ads and editorial – could be personalized. None of Computerwoche Verlag's competitors can offer anything similar as ADV has signed an exclusive one-year contract with Computerwoche Verlag for the personalization project.

"The next foreseeable steps are a mix of our clients' creativity and our technical possibilities," de Bochdanovits said. "We have detailed information about the size, business model and product focus of our readers. That leads to a variety of possibilities to use the personalization to tailor information specifically to targeted groups depending on their business focus."

He said that a spin-off project would be to print different ads aimed at different target groups within one issue. "A client buys one ad page or, better, the space for one ad page. By massaging our database according to any given audience the advertiser wants to target, we could split the print run and consequently the ad. Two different groups of subscribers could receive an issue with two different ads in the same spot."

For more information contact Heinz Zimmermann at hzimmermann@computerwoche.de or Alessandro de Bochdanovits at abochdanovits@computerpartner.de.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30

Kathy Dinneen *IDG Research Services*

25

Debra Sobin *IDG*

23

Robin Robison *IDG*

19

Richard Buroni *Computerworld*

18

Linda Holbrook *Computerworld*

16

Pim Bilderbeek *IDC Benelux*
Rex Farrance *PC World*

15

Julie Gilbert *IDG New Zealand*
Andrew Sambrook *IDG List Services*

14

Francisco Sanchez *IDG Spain*
Maryfran Johnson *Computerworld*

13

Bob Pinchin *IDG New Zealand*
Guy Eaton *Macworld U.K.*
Mandy Tse-Wong *IDG*
Philippe Rose *IDG France*

12

Patricia Owen *PC World*

9

Arantxa Aguilera *IDG Spain*

8

Simon Jary *Macworld U.K.*

7

Peter Tripodi *IDG Central Services*

6

Dan Amrich *IDG Entertainment*

5

Lance Castonguay *IDG*
Silvia Raggi *IDG Italy*
Leslie O'Neill *InfoWorld*
Theresa Stone *Mac Publishing*
Bob Rawson *Computerworld*

4

Rickard Carlsson *IDG Sweden*
Björn Glansk *IDG Sweden*
Sherryl Jacobs *IT World Canada*
Paul Brannen *IDC Canada*
Jo Williamson *IDG Global Solutions U.K.*
Kelly Matthews *IDC*
George Mahowald *IDC*
Lilian Yang Lan *Computerworld Singapore*
Lijun Lin *Infoworld*
Diana Turco *Computerworld*

3

Valerie Soh *IDC Singapore*
Kathy Sin *IDC Hong Kong*
Vipul Bhargava *IDC Australia*
Catharina Yttergren *IDG Sweden*
Maria Eastwood *IDG U.K.*
Anuj Patel *IDC*
Eri Meyer *IDC*
Deborah Lee *IDC*
Dana Basilone *IDC*
Kristin Gallo *IDG World Expo*
Thomas Vavra *IDC CEMA*
Diane Chen *CXO Media*
Linda Trinh *PC World*
Michael Parent *Computerworld*

2

Daniel Long *IDC*
Brooke Selby *IDG World Expo*
Eliza Wee *PC World*

1

John Speaker *Connell Communications*
Ada Pang *IDC Australia*
Marcus Wilkinson *Digit*
Michael Phelan *IDC*
David Roy *IDC*
Danielle Douglas *IDG World Expo*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Rain delays opening day of Network World's annual bocce season

TERRYANN CROCI

With 71 of Network World's 96 Southborough, Mass.-based employees signed up to compete in the company's fourth annual bocce tournament this summer, the opening day rainout came as something of a disappointment. However, rain did not prevent staff from enjoying the opening day ice cream sundae party! Above left, ***Keith Shaw*** *and* ***Rocco Bortone*** *(front) and* ***Eric Cormier, Elizabeth Price*** *and* ***Lisa Thompson*** *test the weather before cancelling the matches. Above right:* ***Enku Gubaie, Jason Meserve, Brian Gaidry*** *and* ***Phil Hochmuth*** *refuse to let the rain ruin a good sundae.*

IT World Canada goes to bat for childrens' charity program

BRAD RYAN

Back row (l-r): ***Stephen Kranabetter****, sales manager;* ***Phil Almeida****, marketing and Web business development; Scot Cho, former colleague;* ***Carly Suppa****, senior writer; Mike Doyle, former colleague;* ***Vince De Castro****, team leader, IT department; Kyle Service, former colleague. Front row (l-r): John De Castro, former colleague;* ***Richard Zorzit****, multimedia programmer/IT team; Dan Hawes, former colleague;* ***Sandra Edwards****, support coordinator.*

IT World Canada blasted through the seventh annual Batting For Breakfast slow-pitch charity baseball tournament on June 14, going undefeated in five straight games to win the championship against Dell Canada 17-2. More important, the group of 11 friends helped raise funds for The Toronto Children's Breakfast Club, a non-profit organization that raises money to provide hot, nutritious breakfasts to Toronto school-age children. Money raised at last year's tournament allowed the organization to offer breakfast to more than 2,500 children.

Although the company has entered a team for the past four years, it has been a perennial runner-up. This year, IT World Canada stepped up to the plate as the event's official media sponsor. Could this act of corporate generosity, coupled with the fact that everyone at the event sported t-shirts emblazoned with the IT World Canada name, have broken the spell? One thing is for certain, said team captain and manager **Richard Zorzit**, "We will definitely defend the championship again next year!"

celebrating 10!

Name
Christine Gibney

Home
Framingham, Mass.

Joined Network World
February 1991 working in sales support for the Direct Response Advertising group.

Current title, what job involves
Sales Assistant/Ad Ops Coordinator. In this position I assist our sales reps with mailings, media kits, entering insertion orders, maintaining their comp lists, entering Product Finder info on site and coordinating the weekly ad close with the Ad Ops Department.

Most challenging part of your job
Making sure the weekly close is correct and done on time and everyone is on the same page.

Best part of your job
Working with a nice group of people.

Interests outside the office
Gardening

What ability do you wish you had?
I wish I could write, however, somewhere between my head and hand things get lost in the translation!

Dream destination
Australia, or Alaska in the summertime.

Fantasy job
Having my own greenhouse/gift shop.

As a child, what did you want to be when you grew up?
A nurse.

What disc is in your CD player right now?
In the car, John Hiatt. At home, it's David Gray.

Favorite movie of all time?
I know it's not too original, but I've always liked "It's a Wonderful Life" and "The Wizard of Oz."

Reading material on your nightstand?
Better Homes and Gardens

Your idea of a perfect day alone?
I'd go to the ocean and take a long walk on the beach. It's a great place to think.

Favorite thing to do that doesn't cost money?
Spending time with my granddaughter Sarah, gardening, or I put on my headphones and go for a walk.

THE RITZ-CARLTON

*IDG Chairman **Pat McGovern** escorted Network World's **Christine Gibney** to dinner at the Ritz-Carlton Hotel in Boston in honor of her 10 years of IDG service.*

If you won the lottery tomorrow, you would
Buy a house, help out my family and friends, buy that greenhouse, travel a little; this list could just go on and on!

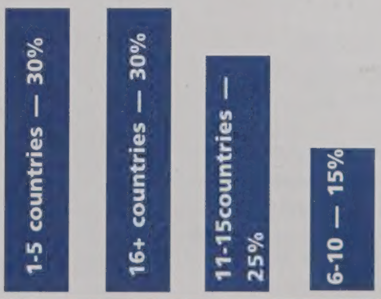
Manager's profile
"We are so incredibly blessed to have Chris as a part of our team. From a business perspective she always finds ways to do more with less and makes zero mistakes. Most important, the content of her character is impeccable, and she has one of the biggest hearts in the world."

– Richard Black, director, Direct Response Advertising

Question of the Week

Respondents to last week's question of the week —"How many countries have you visited?"— are a reasonably well-traveled group, with 30% of employees indicating they have visited 16 or more countries.

Be sure to log onto www.idgworldupdate.com and weigh in on: What's your response to spam?



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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More ASBPE group photos on page 2.

National ASBPE Award breakdown

Bio•IT World
Design (1 Gold, 2 Silver)
Editorial (1 Gold)

CIO
Design (1 Silver, 1 Bronze)
Editorial (1 Gold, 1 Silver, 2 Bronze)
Web (1 Gold, 1 Silver)

CSO
Design (1Gold, 2 Silver)
Editorial (1 Silver)
Web (1 Gold, 2 Bronze)

Computerworld
Design (2 Gold, 1 Silver, 1 Bronze)
Editorial (1 Gold, 3 Bronze)
Web (1 Gold)

InfoWorld
Design (1 Bronze)
Web (1 Silver)

Macworld
Design (1 Gold, 1 Bronze)
Editorial (1 Gold)

PC World
Design (1 Bronze)
Editorial (1 Silver)
Web (1 Gold)

For details on each award-winning submission, see this article on IDG World Update Online (www.idgworldupdate.com)

IDG wins 36 awards at national ASBPE ceremony

Company earns more honors than any other technology publisher

IDG publications captured more awards than any other technology publisher at the American Society of Business Publication Editors' (ASBPE) National Awards Ceremony in Washington, D.C., earlier this month. *Bio•IT World*, *Computerworld*, *Macworld*, *InfoWorld*, *PC World*, *CSO* and *CIO* captured a total of 36 awards (the same number as last year); *CIO* and *CSO* were both runners up for Magazine of the Year.

Overall, IDG properties dominated the ASBPE Awards, winning more than 75 regional and national awards.

Founded in 1964, the ASBPE is the only professional association in the U.S. exclusively for full-time and freelance editors and writers employed in business, professional, association and trade magazines, and their associated web sites. There were 2,256 submissions for this year's awards, the second largest number of entries ever for this competition.

For more information visit www.asbpe.org. WU

RACHEL BARNETT

CXO Media is represented by (front, l-r): ***Alison Bass****, executive editor;* ***Lorraine Cosgrove****, research editor;* ***Sari Kalin****, senior editor;* ***Derek Slater****, executive editor, CSO. (Middle, l-r):* ***Martha Heller****, director, Best Practice Exchange/CIO Select;* ***Ed Prewitt,*** *senior editor;* ***Abbie Lundberg****, editor-in-chief, CIO;* ***David Rosenbaum****, managing editor, CIO. (Top, l-r):* ***Scott Berinato****, senior editor;* ***Tim Horgan****, senior vice president/Online);* ***Lew McCreary****, editor-in-chief, CSO and editorial director, CXO Media.*

IT World Canada launches first attendee-paid event

Over the years, readers of IT World Canada publications have become used to attending events organized by the company at no charge. However, the challenging economy, a perception that people are increasingly willing to pay for valuable content, and an unexpected offer to partner with a well-respected local law firm led IDG's Toronto-based publishing partner to chart new ground and charge attendees a substantial $895 fee at its first CIO Canada Outsourcing Summit.

CIO CANADA Outsourcing SUMMIT
MONDAY, MAY 5 SUTTON LACE HOTEL TORONTO

Their reaction? "The summit was an incredible success. The fee appeared to be a total non-issue among attendees, and we've had very positive feedback on our post-event survey," said IT World Canada President & COO **Andy White**.

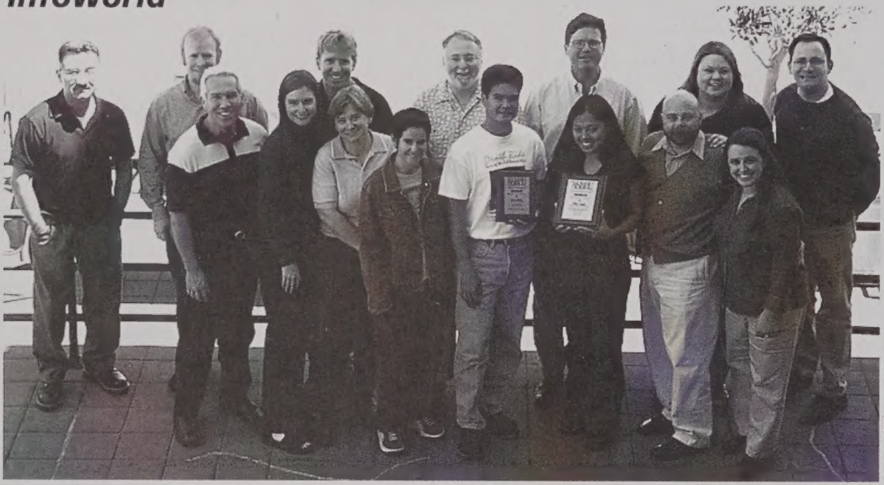
The one-day event, sponsored by Hewlett-Packard and Microsoft and organized by IT World Canada Director of Special Projects **Gerry Chopik**, provided an intensive examination of managing outsourcing projects and featured presentations from some of Canada's leading business and legal experts involved in several of the country's most prominent outsourcing deals. Conference content was developed in cooperation with attorney George Atis, chair of the Outsourcing Practice Group at McMillan Binch, LLP. "Working with McMillan Binch on this project significantly reduced our costs, mitigated our risk and helped provide a program we believe best served our readers needs and interests," White said.

"The summit was an interesting foray into the

continued on page 5

Computerworld, *InfoWorld*, *Macworld* and *PC World* celebrate ASBPE win

InfoWorld



IDG WORLD UPDATE

*(L-R): **Robert Gomez**, copy editor; **Tim Downs**, creative director; **Gary Streng**, associate art director; **Nancy Suess**, associate art director; **Robert Gincel**, copy editor; **Kathy Badertscher**, executive managing editor; **Cathleen Moore**, senior writer; **Steve Fox**, editor-in-chief; **Ben Barbante**, art director; **Jack McCarthy**, associate news editor; **Zorraine Angus**, graphic designer; **Alec Wagner**, deputy managing editor; **Clary Alward**, copy editor; **Stephanie Sanborn**, editor; **Ted Sampson**, section editor.*

Computerworld

JOHN BRILLON

*(Standing, l-r): **Stephanie Faucher**, design director; **Maryfran Johnson**, editor-in-chief; **Patricia Keefe**, editor-at-large; **Rob Mitchell**, technology evaluations editor; **Sue Cahill**, graphics coordinator; **Don Tennant**, news editor; **Sharon Machlis**, managing editor/online; **Marian Prokop**, online editor-at-large; **Craig Stedman**, assistant news editor. (Middle, l-r): **Julie Quinn**, graphic designer; **Carol Sliwa**, news reporter; **April O'Connor**, associate art director (Front, l-r): **David Ramel**, e-mail newsletter editor; **Brian Sullivan**, online editor-at-large.*

PC World

IDG WORLD UPDATE

*(Back, l-r): **Bud McLeod**, editor, PCWorld.com and executive editor, news; **David Lake**, online indexer; **Kate Godfrey**, associate art director; **Newton Bailey**, director, software engineering.(Front, l-r): **Stephen Compton**, senior copy editor; **Harry McCracken**, editor; **Matthew Newton**, editorial applications development manager; **Robert Kanes**, creative director.*

Macworld

IDG WORLD UPDATE

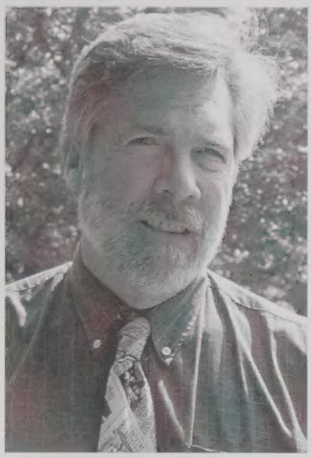
*(Back, l-r): **Jason Snell**, editor; **Kelly Lunsford**, senior associate editor; **Sue Voelkel**, copy editor; **Terri Stone**, senior features editor; **Lisa Schmeiser**, senior associate editor; **Jill Roter**, associate editor; **Jon Seff**, senior associate editor; **Alissa Mach**, design associate. (Front, l-r): **Jennifer Werner**, managing editor; **Charles Purdy**, deputy managing editor.*

Editor's note: Due to scheduling constraints, not all the employees who contributed to ASBPE-winning entries are pictured above. Thanks to all who could assemble on short notice, and congratulations to all the winners!

the interview

one on one

Lew McCreary
The editorial director of CXO Media is this week's guest columnist. Reach him at mccreary@cxo.com.



For the record

Are you writing another novel? Yes. It's a social satire about revenge. Ought to be finished by the end of the year. [Previous novels include *Mount's Mistake* and *The Minus Man.*]

What's kept you at IDG for close to 16 years? The people I work with and for. The challenges are interesting and constantly changing. And magazine publishing is simply fun.

Most memorable work moment? There have been quite a few. Most recently, though, there were the exhilarating double surprises of *CSO* winning the Neal Award for "Best Startup Publication" and then coming in first runner-up to *CIO* for the Grand Neal. It was very satisfying to share the spotlight with Editor-in-chief **Abbie Lundberg** and my *CIO* and *CSO* colleagues.

Q Briefly describe what your job entails.

A I am responsible for the running of CXO Media's editorial group — the writers, editors and designers who create content for our two print magazines (*CIO* and *CSO* magazines) and three web sites (CIO, CSOonline and darwinmag.com). In addition, I am directly involved in our less-than-year-old launch, *CSO*, as its editor-in-chief. In all of this activity I'm surrounded by extraordinary talent — people who make my job relatively easy and save me from myself when necessary (though call me if you want the story of my surveillance photography fiasco).

In a sort of accidental way, I've become a serial startup specialist. Since the launch of *CIO* in late 1987 (I was its founding managing editor), I've led three additional startups: *WebMaster* (1995), *Darwin* (2000) and *CSO* last year. Among the more poignant lessons from these experiences is the essential publishing wisdom that a high-quality product that satisfies a compelling audience need is a necessary but insufficient condition for ultimate success.

Q What happened with *Darwin*?

A In the case of the print edition of *Darwin* (which we reconfigured as a webzine in the spring of 2002), there was simply not enough advertising support for a publication aimed at a general business audience and needing to slug it out against an entrenched and crowded field of competitors. I'm convinced there continues to be a significant audience of business generalists who crave accessible insight about IT, but even the advertisers who understood and admired what we were doing with *Darwin* concluded that it was not core to their targeting goals in a down market.

Many of the readers who received the print magazine still visit darwinmag.com. In May, 89,000-plus unique visitors were served 1.5 million page views in an average session time of just under 18 minutes. The darwinmag.com property is kept ingeniously fresh by the gifted team of Contributing Editor **Janice Brand**, Web Editorial Director **Art Jahnke** and Web Writer **Jon Surmacz**. As an added benefit, darwinmag.com refers roughly 70,000 visitors each month to CIO.com, creating bonus impressions for its sister site.

Q What have you learned in launching *CSO*?

A I confessed in an early *CSO* editor's letter that my initial impression of security as a topic area was that it looked like a bit of a snooze. It turns out nothing could be further from the truth. In the first 11 issues we have covered topics as wide-ranging as fraud detection/prevention, disaster preparedness, software quality, port security, building design, regulatory compliance burdens, employee monitoring and intellectual property protection — along with stories on the CSO role and security governance models. There's nothing an enterprise does that isn't in some way touched by security. And one of the big things we've learned since launching last September is that the various domains of physical and information security are converging to become a unified practice in many organizations, under the overall direction of a single executive. It will take some time for this model to become pervasive, but it seems as though that's where things are headed.

Q Is the *CSO* brand spreading?

A Yes. Japan has launched a *CSO* edition. I believe there's a Brazilian edition now. And France and Russia are working on launches.

Q What are the key security issues for CSOs?

A The main issue is transforming security from something that gets retrofitted to the infrastructure (after initially being left off the spec) into a rational process embedded in every business project and area of endeavor. For that reason, CSOs are change agents whose job is to bring risk management into the business culture. On a more tactical level, an enormous problem is the low signal-to-noise ratio in many of the tools that birddog corporate networks, as well as the lack of integration among those tools and among the network segments and data sources they protect.

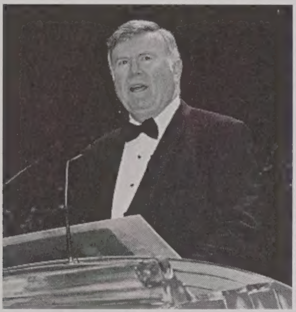
Q What's the next big security-related technology trend?

A I'm not sure whether this is likely to happen anytime soon, but I've heard people wishing pretty hard for a security management equivalent to ERP [Enterprise Resource Planning] software — something that would knit together security monitoring (what's going on in the environment) and effective decision support (what to do about what's going on) and be deployed on an enterprisewide basis. And if, in the bargain, such a suite could attack the signal-to-noise problem, that would be pretty neat.

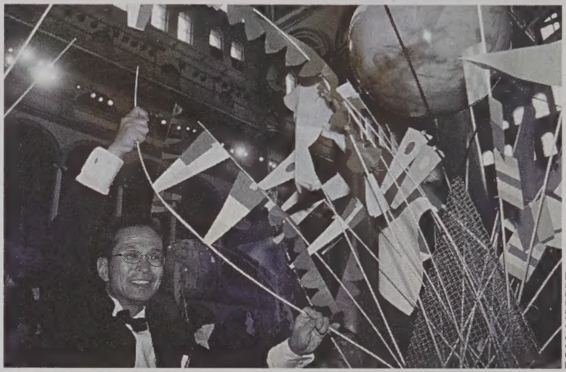
Naturally — in keeping with the ERP model — it would cost a ton of money and require a lot of expensive consulting services. And it probably wouldn't actually work to anyone's satisfaction either. But those are details...

15th annual Computerworld Honors Program recognizes IT innovators

Gala event celebrates winners; case studies serve as valuable resource of how IT benefits society


TOM LIPPERT

*IDG Chairman **Pat McGovern** addresses the guests at the CW Honors Gala.*


TOM LIPPERT

A guest gets creative with his centerpiece at the CW Honors Program Awards Gala.

It's a rare sight to have a Nobel Prize winner, diplomats, National Technology Medal winners and IT CEOs working on an arts-and-crafts project while standing on chairs at a black-tie event, but then again, the Computerworld Honors Gala isn't your average awards ceremony. Held earlier this month at the National Building Museum in Washington, D.C., with more than 500 attendees, the 15th annual event recognized a global array of individuals, organizations and institutions that are leading the IT revolution and using IT to benefit society.

The multifaceted Computerworld Honors Program grew out of IDG Chairman **Pat McGovern**'s vision to compile not just a historical record of IT achievements but an enduring global resource. McGovern still leads the Chairman's Committee, a group of 100 chairmen and CEOs of leading global IT companies, that annually nominates organizations whose use of IT on a specific project has been especially notable for its originality, breadth of vision and positive impact on society. Nominees are asked to contribute a case study and related materials about the project to the Computerworld Honors Collection. These materials are made available to scholars and the general public online at www.cwheroes.org and through source and license donations to museums, libraries and research institutions around the world.

Those who contribute to the collection are CW Honors Laureates and recognized at a medal presentation ceremony; 313 were honored in April in San Francisco. A distinguished panel of judges reviews each year's Laureates and selects five in each of 10 categories — such as Manufacturing, Education & Academia; Media, Arts & Entertainment; and Government & Non Profit — to become worldwide finalists. This year for the first time there were several ties, resulting in 60 finalists being honored at the gala in Washington. Ten were singled out for special recognition as recipients of the 21st Century Achievement Awards for being the most exemplary in their respective category.

There were more international nominees and finalists than ever this year, with 33 countries represented in the collection and 21st Century Awards given to projects in Spain, Japan, China and Turkey in addition to the U.S.

Also honored in Washington were the winners of the annual Leadership Awards, which recognize outstanding IT leaders. Sponsored this year by EMC, Morgan Stanley, Cap Gemini Ernst & Young and J.D. Edwards, the Leadership Awards Program provides the funding and staff necessary to provide research on the lives and work of each nominee as well as a lengthy video biography of each winner, all of which is also given to the Computerworld Honors Collection. Each sponsor organizes a nominating committee for its respective award. Winners this year were Accenture Chairman & CEO Joe Forehand, Intel President & COO Paul Otellini, Handspring Chairman Jeff Hawkins, Intel CEO Craig Barrett and Linux creator Linus Torvalds.

"As the new CEO of Computerworld, it was especially thrilling for me to participate," said CW President & CEO **Bob Carrigan**, who spoke at the event along with CW VP/Associate Publisher **Matt Sweeney** and Editor-in-chief **Maryfran Johnson**. "I was really struck by how important the Computerworld Honors Program has become to the IT community. The event was perfectly consistent with *CW*'s editorial mission, which is to be the voice of IT management."

As for those arts-and-crafts projects, that's been a prominent feature of the Honors dinner since its inception. "We have a room populated by builders and problem solvers, and we want them to have a little fun while they're together," said Honors Program Executive Director Dan Morrow. Each table has odds and ends for guests to be creative with; this year featured a nautical theme with semaphore flags, ropes, wooden masts and wire framing. A roaming videographer captured the action and showed the progress on the construction projects on a central screen for all to see.

For more details go www.cwheroes.org or contact Dan Morrow at 70754.334@compuserve.com.

Program responds to SARS-related request

The CW Honors Program is not just about awards; it's also about taking action. This past May, the Chinese Embassy in Washington, D.C., sent out hundreds of e-mails asking companies and organizations around the world for assistance in controlling the spread of the respiratory disease SARS. The CW Honors Program received one of the e-mails and forwarded it to the 100 members of the Chairman's Committee, one of whom is Sybase CEO John Chen. Sybase managers considered the request and, "We all immediately, within minutes, said 'Great idea,'" Chen said, who was interviewed by Computerworld Reporter **Todd Weiss** for an article in *CW*'s June 16 issue. "They asked for help, and we were qualified in this case to help them."

Sybase is donating approximately $300,000 worth of database management software that will be used to monitor and track existing and new cases of the potentially fatal disease.

Law firm experienced in outsourcing contracts adds value

IT outsourcing is a growing business and a hot topic in Canada. According to IDC Canada, which presented at the CIO Canada Outsourcing Summit, IT outsourcing in 2003 will reach around $6 billion Canadian (US$4.4 billion) and is projected to grow to more than $8 billion Canadian ($5.9 billion) by 2007.

And, although outsourcing is becoming an increasingly important strategy to Canadian businesses, there are few sources of expertise addressing the issues from a Canadian viewpoint, noted IT World Canada President & COO **Andy White**.

The Outsourcing Summit began to take shape after George Atis, chair of law firm MacMillan Binch's Outsourcing Practice Group and an expert on information technology and business process outsourcing transactions, approached IT World Canada with a proposal to partner on the event.

Atis, who has served many prominent Canadian and U.S. clients as advisor, strategist and negotiator in multimillion dollar outsourcing transactions, saw a need for a forum where client and service companies could hear the best practices, current regulations and case studies that could have a positive impact on their outsourcing agreements, White said.

"Successful outsourcing implementations are based on solid contracts — and law firms experienced in this field can add significant value to the process," White said, explaining the rationale behind working with a law firm to produce this event.

IT World Canada

continued from page 1

world of attendee-paid events and proved to be profitable for us," White said. "We are already in discussions with our partner for next year's event and will explore other opportunities moving forward."

***Gerry Chopik** was responsible for organizing the CIO Canada Summit, the company's first event requiring attendees to pay.*

Venturing into this new paid-event model was not without its share of hurdles, White admitted. "To be honest, we weren't really sure what to expect. On the one hand, our new partners were very enthusiastic and thought we could probably attract many hundreds of people, but they had zero event experience. On the other hand, we were being told by other event 'experts' that we would be lucky to get 50 paying clients," White said, adding that they decided to budget for about 125 and planned to cover all the costs with the corporate sponsor revenue.

"Admittedly, it was a bit touch and go for a while," White said. "It seemed to take an inordinate amount of time to attract the first 30 registrants, and unlike our other fully sponsored free events, we had no history of what to expect and when to start panicking," he added.

The situation looked even more grim, White said, when they discovered that three similar events were being planned around the same timeframe and competing for both sponsors and attendees. And then, just as registrations began to take off, the SARS travel advisory hit. "Although we had a cancellation policy in place that would have prevented full refunds, we felt we should offer full money back for those people who could not attend," White said. And then, with just days to go, the travel advisory was lifted. "We got right on the phone to everyone who had cancelled and managed to re-sign quite a few. We were even more surprised when some people turned up and paid at the door."

When the dust settled, White said, they had 90 paid attendees. Two of the competing events ended up with approximately 20 attendees each and the third cancelled citing the SARS situation.

More information about the conference agenda is available at www.itworldcanada.com/events or by contacting Gerry Chopik at jchopik@itworldcanada.com.

CXO Media's Gary Beach presides over NASDAQ Market Open

NASDAQ WELCOMES
TECH CORPS
JUNE 17, 2003
TECH CORPS
NASDAQ

*CXO's **Gary Beach** (far left) outside the NASDAQ marquee in New York City.*

BIOTECH
BANKING
NASDAQ

PETER AARON/ESTO

*CXO's **Gary Beach** and Karen Smith, director of Tech Corps (center) wave to the traders on the floor of the NASDAQ Stock Market after presiding over its official opening.*

CXO Media Group Publisher **Gary Beach** earlier this month presided over the Market Open for the NASDAQ Stock Market. Beach was invited to participate in his role as chairman of the U.S.Tech Corps (www.techcorps.org), a non-profit organization he founded in 1995 to help bring technology volunteers into schools nationwide. Beach, who was accompanied by Karen Smith, executive director of Tech Corps, signaled the start of trading at 9:30 a.m. on June 17. Said Beach of the experience, "It was incredible to be in the middle of New York's Times Square, standing in front of a brightly lit logo of an organization I founded almost 10 years ago. It was a really great experience!"

Photos eprinted with the permission of The Nasdaq Stock Market, Inc.

what's working

PC World's lunchtime seminars encourage employees to share expertise

There's no such thing as a free lunch. Except for PC World employees in San Francisco, who gather for the monthly Brown Bag Lunch to learn about publishing disciplines other than their own from their PCW peers – and have lunch on PCW's dime.

Revived last October, the impetus for the lunch series originated in the mid-1990s when training money was "a bit tight." said **Kate Coldwell**, PCW VP, Human Resources. "The idea of having in-house speakers give all-employee presentations about topics in which they were expert was proposed, and we launched the first series of lunches."

Coldwell said the in-house training idea came up again in employee survey feedback meeting of PCW's Consumer Marketing and Audience Development group. The leaders of the group, **Shawne Pecar**, VP, Consumer Marketing; and **Ulla McGee**, general manager, PCWorld.com, then took the idea to the PCW management team feedback meeting, where it quickly became an action item for them.

***Ulla McGee, Kate Coldwell** and **Shawne Pecar** were instrumental in setting up PC World's Brown Bag Lunch program.*

Seven lunches into it, the series draws an average of 32 attendees, which Coldwell said is nearly a quarter of the PCW staff. The initial speakers came from the PCW management team and spoke on their areas of expertise. Now various PCW staffers are invited to share their knowledge about their areas of responsibility. The speakers either volunteer or are suggested by others. "We don't strongarm anyone," Coldwell said. "OK, maybe there is some gentle nudging, but we want the presentations to be fun for everyone involved."

Presentations are roughly an hour long with some time for a question-and-answer period.

Coldwell said the presentations have been very well received – "and not just because of the free pizza. It's wonderful to see how many employees are genuinely curious and concerned about areas of the business that may not impact them on a day-to-day basis." She said employees found it "great to get out of their job for awhile and, for example, see how a story goes from concept to print, get a guided tour of the mysterious world of single-copy sales, or hear what [PCW President and CEO] **Jeff Edman** has learned about leadership skills."

Equally important, she added, was the opportunity to get to know one's co-workers, from the attendees to those presenting. "The presenters' deep understanding and passion for their work shows. Each time, I've walked away impressed with the talent we have on staff and a real sense of confidence that this company is in great hands."

For more information, contact Kate Coldwell at kate_coldwell@pcworld.com. WU

Enter IDG's 20th annual employee photo calendar contest

Here's your chance to win fame, fortune and 30 or so days of bragging rights. You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos taken with a digital camera must be printed on photographic-quality paper.

Photos may be vertically or horizontally oriented. No panoramic-width photos can be accepted. Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo.

Entries must be received no later than Sept. 12. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. **Please note: Photos will not be returned.** Questions may be sent to world_update@idg.com.

Launching lunch learning

Kate Coldwell, PCW VP, Human Resources, had these tips for those interested in starting a lunchtime speakers series:

- **Food is key**. Although we call it a brown bag, lunch is provided. If an event is a lunch, employees are more willing to take the time out of their day to attend.
- **Start with your management team**. If senior executives are among the first presenters, they can set the tone, lead by example, and, most likely, they won't say "no."
- **Get a general sense of departments' schedules**. You won't get as many attendees from editorial or production if you plan a lunch during the week — or the day — an issue goes to press.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17

Jim Falanga *IDG*
Corinne Schmidt *IDG Switzerland*

16

Kimberly Schuberthan *IDC*

15

Harald Brechtl *IDG Germany*

14

Jan-Bernd Meyer *IDG Germany*
Hans-Albrecht Simon *IDG Germany*
Jeff Berlin *PC World*

13

Julio Vial *IDC U.K.*
Petra Hermann *IDG Germany*

12

Enrico Lotti *IDG Italy*
rnella Fusina *IDG Italy*
Jaroslav Hrouda *IDG Czech*
Carel Schrama *IDG Netherlands*

10

Maud Sårde *IDG Denmark*

9

Thomas Winter *IDG U.K.*
Marlene Silla *IDG Germany*
Britta Tüttenberg *IDG Germany*
Susan Davis *IDC*

8

Paul Overhiser *IDG*
Sylwia Szczypiorska *IDG Poland*
Irena Gorian *IT World Canada*
Marie Vildova *IDG Czech*

7

Emma Northam *PC Advisor*
Seline Schellenberg *IDG Switzerland*
Wolfgang Herrmann *IDG Germany*
Martin Seiler *IDG Germany*
ans Ludwig *IDG Germany*
Bill Ganci *IDC*

6

Holger Seiffert *IDG Germany*
Michael Schnelle *IDG Germany*
Torben Simonsen *IDG Denmark*
Jill Lim *IDC Singapore*
Ternia Doherty *IDC Singapore*

5

Sylwia Wisniowska *IDG Poland*
Katarzyna Baca *IDG Poland*
Rebecca Leach *PC Advisor*
Phil Odgers *IDC U.K.*
Andreas Fischer *IDG Germany*
Sabine Wittmann *IDG Germany*
Michael Andress *IDG Germany*
Alessandro de Bochdanovits *IDG Germany*
Andreas Kroschel *IDG Germany*
Eva-Maria Behrendt *IDG Germany*
Keita Kuramoto *IDG Japan*
Maurício Fogaça *IDG Brazil*
Annemiek Sinnige *IDG Netherlands*
Cynthia Doyle *IDC*

4

Elena Re Garbagnati *IDG Italy*
James Birch *Macworld U.K.*
Raymond Quan *IDC Canada*
Sandra Pomalo *IDG Germany*
Reinhard Baum *IDG Germany*
Frank Klinkenberg *IDG Germany*

3

James Klepper *IDC*
Marcelo Striuli Quintãs *IDC Brazil*
Jason Armitage *IDC U.K.*
Jill Finger-Gibson *IDC U.K.*
Nicky Walton *IDC U.K.*
Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Bahram Jassemi *IDG Germany*
Jörg Luther *IDG Germany*
Jacob Hoffmann-Petersen *IDG Denmark*
Kourosh Ghassemi *IDC Australia*
Ruth Garin *IDC Philippines*
Romana Schmidtová *IDC CEMA*
Jan Vachal *IDG Czech*
Ben Oerlemans *IDG Netherlands*
Mary Ann Daneke *IDC*
Erin Traudt *IDC*
Loretta Prencipe *InfoWorld*

2

Patricia Gill *IDG*
Masahiro Nakamura *IDC Japan*
Vince Decastro *IT World Canada*
Liubomir Dimitrov *IDG Bulgaria*
Manfred Bremmer *IDG Germany*
Pia Küsters *IDG Germany*
Johannes Klostermeier *IDG Germany*
Manfred Bosl *IDG Germany*
Rolf Röwekamp *IDG Germany*
Scarlett Fritz *IDG Germany*
Ulrich Schmid *IDG Germany*
Marcus Schardt *IDG Germany*
Tobias Weidemann *IDG Germany*
Stefanie Kußeler *IDG Germany*
Rasmus Jensen *IDG Denmark*
Wendy Leaw *IDC Australia*
Simon Xiang *IDC China*
Jan Mlek *IDC CEMA*
Marjo de Jong *IDG Netherlands*
Holly Nissalke *InfoWorld*
Liane Cassavoy *PC World*

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Jacqueline Ho *CW Singapore*
Michelle Wong *CW Singapore*
Natalie Rickli *IDG Switzerland*
Kristina Bajic *IDG Germany*
Konstantin Christinakis *IDG Germany*
André Horn *IDG Germany*
Magnus Bredsdorff *IDG Denmark*
Judit Dengelegi *IDG Hungary*
Martin Lenk *IDG Czech*
Aico Turba *IDG Netherlands*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

noteworthy people

Promotions

IDG WORLD UPDATE

Blackwell

PC World Editorial Assistant **Laura Blackwell** is now an assistant editor. "After many moons supporting [former] Editorial Director **Kevin McKean**, then Editor **Harry McCracken**, then all of the editorial team, Laura offers her excellent organizational skills to the Reviews department," said Managing Editor **Kimberly Brinson**. "She'll help research, order and track products to ensure a steady stream of new hardware gets to the Test Center on time. In addition to that, she's taking on some new beat areas, writing downloads descriptions for the Web site, helping out with the On Your Side column, assisting with special projects for Features and News, and helping with copy editing."

CATHERINE KEARNS

Thakor

New employees

IDG Global Solutions in Staines, U.K., welcomes Marketing Research Assistant **Elka Thakor**. She was most recently a marketing consultant for Cisco Systems. Elka graduated from South Bank University in London and earned a B.A. in business studies and a postgraduate diploma in marketing. Outside the office she enjoys going to the gym, shopping and socializing.

All business units are welcome to send information regarding newly hired or promoted employees for the Noteworthy section to world_update@idg.com. Photos are strongly encouraged.

celebrating 10!

Name
Bobbie Cruse

Home
Westboro, Mass.

Joined Network World
August 1991 as a Customer Service Representative.

Current title
Subscriptions Manager. My job deals with all aspects of customer service: the calls and e-mails that come into the department, paid and free subscriptions, back issues, complaints and/or problems along with doing the print order each week, arranging distribution of *Network World* for trade shows and hotel distribution as well. I never know from day to day just what I'll be doing. In this department priorities change from moment to moment, and I am never bored.

Best part of your job
I really enjoy the contact with our subscribers. Over the years they have become friends.

Memorable work moment?
A young man called one day and was upset about his address on his subscription which was incorrect. He happened to call on a day that I had a migraine. He was screaming at me as I held the phone away from my ear. When he gave me a chance to respond I asked him to please not raise his voice since I had a migraine. He then apologized and couldn't have been nicer as I took care of his problem.

What's kept you at IDG for 10 years?
The people I work with. It's a pleasure coming to work each day. They are my family away from home.

Best compliment you've ever received on your work?
I can remember one man who I helped with his subscription was so thrilled he contacted [Network World CEO] **Evilee Thibeault** to let her know how much he appreciated the help he was given.

Best piece of advice you've ever received?
To treat people the way I'd like to be treated and to answer the phone with a smile on my face so there's no chance of being anything but happy when I speak to callers.

Family
My husband John and I have four grown daughters: Martine, Barbara, Jessica and Jackie.

Dream destination
Some day I would love to go to Italy.

Fantasy job
I would love to be the owner of a National Football League team.

IDG Chairman ***Pat McGovern*** *recently escorted Network World's* ***Bobbie Cruse*** *to dinner at the Ritz-Carlton in Boston in honor of her 10 years of service to the company.*

What others can't tell just by looking at me
I am a football fanatic.

Interests outside the office
My husband and I enjoy going on long early-morning walks. Also spending as much time as possible with our seven grandchildren. Looking forward to meeting number eight in the fall.

What is the last good deed you did?
I just came back from a week in Pennsylvania after taking care of my youngest sister who is ill. It was a good week for both of us.

What did you want to be when you grew up?
I thought being a stewardess would be neat, but as I grew I realized I was afraid to fly.

If you won the lottery tomorrow, you would
I would take care of all of our family, friends and make a donation to our church. I would also like to invite family and friends to go on a cruise.

Manager's profile
"Bobbie flawlessly handles *Network World*'s weekly print runs managing issues that can run as many as 50-plus BCTs [book configuration types] when vendors run regional and demographic ads. Bobbie solves our customers' problems with ease and professionalism. Her maternal ways have softened even the toughest subscribers and saved Network World countless dollars when dealing with hotel distribution for trade shows."

— Richard Priante, senior director of circulation, Network World

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Sharon Cordesse *Macworld*
Karen Fogerty *CXO Media*
Maryfran Johnson *Computerworld*
Holly Nissalke *InfoWorld*
Heidi Tanakatsubo *PC World*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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Bio•IT World's premier awards program a winner

Bio•IT World staff members toast the very successful debut of the Bio•IT World Best Practices Awards at the National Press Club in Washington, D.C., last month. From left: ***Diane Lieberman****, VP marketing and business development;* ***Capel States****, VP Eastern sales;* ***Morris Levitt****, president & CEO;* ***Joanne Wittren****, executive director, EventWorks;* ***Kevin Davies****, editor-in-chief;* ***Jeffrey Hyman****, account director;* ***Malorye Branca****, senior informatics editor;* ***Gina Bajenaru****, director of marketing communications;* ***Tony Strattner****, special projects editor;* ***Alan El Faye****, VP Western sales;* ***Alan Bergstein****, SVP and publisher; and* ***John Russell****, executive editor.*

The first Bio•IT World Best Practices Awards sprang to life last month at the National Press Club in Washington, D.C., just six months after the publication's staff began mulling the idea of creating an event to honor the achievements of its target audience. Timed to coincide with BIO 2003, the Biotechnology Industry Organization's annual convention also held in Washington, D.C., the Bio•IT World Best Practices Awards attracted impressive range of bio-IT stars for an evening of networking, elegant dining and celebration.

A total of 10 awards for technology-enabled achievements across three phases of the life sciences research and development process were presented. In each of the three categories — Discovery and Development, Clinical Trials and Drug Manafacturing — a grand prize winner was named along with two or three specific winners in categories such as Best Overall Platform, Best

continued on page 2

IDG Netherlands relaunches title in *Network World* lineup

14-year-old LAN Internetworking Magazine will offer expanded coverage

IDG World Update publishing schedule

Beginning with this issue, *IDG World Update* will appear every other week during the months of July and August. Future issues will appear on July 21, Aug. 4 and Aug. 18. Regular weekly publication will resume with the Sept. 1 issue.

IDG Netherlands relaunched *LAN Internetworking Magazine* as *NetworkWorld* last month, offering readers more practical information and enticing advertisers with a clear link to IDG's international *Network World* product line.

Founded as *LAN Magazine* in 1989, *LAN Internetworking Magazine* covered the proliferation of local-area and wide-area networks and later took on the impact of the Internet. With all the changes in the networked world, said Editor-in-chief **Dick Schievels**, the time had come to express those changes in the title of the publication. "In the new Dutch *NetworkWorld* we will broaden our scope further, writing more about what is happening on the network instead of just focusing on the network infrastructure itself," he said. The content will include more emphasis on case studies, interviews and commentary from leading network experts, enhanced product reviews and tests, book reviews and course information, all in a newly redesigned package.

NetworkWorld

Product
OptiView Console 6.0 van Fluke
Nieuws
Patchen zonder reboot!
Boek
First Look Office 2003

Dossier Security
USB-token plus smartcard: slim alternatief!
Case study:
USB-tokens bij AAC Cosmos

Praktijk
PHP op de Windows 2000-server
Workshop: MDeamon alternatief voor Exchange?

Popup
Vanderaart heeft problemen met zijn e-mailserver

Actueel
Security: NetScreen biedt bescherming bij IM en P2P
Integratie: Novell exteNd
WLAN's: Start-up Trapeze Networks de lucht in
Migreren 'Out of the Box'?
Opleiding: Security & Hacking
Novell en Xforms

A new web site, www.networkworld.nl, will initially focus on news coverage of the networking market will gradually evolve into a extensive resource for network professionals, including several e-newsletters. There will be a separate subscriber-only area with in-depth sections such as topic-focused news, resources including contact information for main players in a given market, white

continued on page 6

Bio•IT World

continued from page 1

Application of New Technology and Best Implementation in an Emerging Field.

Recipients were selected by a group of *Bio•IT World* editors comprising Editor-in-chief **Kevin Davies**, Executive Editor **John Russell**, Senior Informatics Editor **Malorye Branca** and Special Projects Editor **Tony Strattner**, who worked with a peer-review panel of 10 judges to review and evaluate the entries. Criteria included innovation and industry impact. The 50 entrants represented project teams within leading pharmaceutical, biotech and academic research organizations, and their entries described specific projects they had undertaken, the technologies involved and the measurable results they achieved.

> *The company dedicated a section of its web site to the awards program and encouraged entries to be submitted online. This enabled entries to be shared and reviewed collaboratively between the editors and judges regardless of their location, and helped to expedite theentire process for the editors.*

A total of 132 senior executives, scientists and regulators attended the ceremony. Keynote speakers included Kathy Ordonez, president of Celera Genomics; and Caroline Kovac, general manager of IBM Life Sciences; as well as Dr. Steven Galson, deputy director of the FDA's Center for Evaluation and Research. Galson was a last-minute replacement for scheduled speaker Dr. Mark McClellan, newly named commissioner of the Food and Drug Administration, who was dispatched by the Bush administration to discuss its new Medicaid policy proposal just before the event. "The last-minute change was just a bit unsettling," noted **Diane Lieberman**, VP marketing & business development, "but we knew going in that the national stature of Dr. McClellan was such that an 11th-hour change was not out of the question."

Nor was it anything that the seasoned group of event organizers at Bio•IT World couldn't handle. "Luckily, quite a few of us had experience in creating and managing similar types of awards programs in our previous lives," Lieberman said of the staff of *Bio•IT World*, which launched just over a year ago. And that experience came in handy given the compressed timeframe they had to work with to meet their June deadline.

Within 90 days, the team had developed the award categories and judging criteria; created an online Awards site to collect entries; promoted the awards through all of its publications, website and e-mail newsletters; built "hit lists" of potential participants and sponsors; put together sponsorship packages and sales collateral; recruited judges; planned the actual event; and recruited keynote speakers.

"In the second 90 days, we focused on getting the 'right' 120 or so attendees in the room for the awards ceremony; went through the judging of the entries; ordered trophies and created plaques for winners; and managed the logistics of the event," Lieberman said. "Of course, through it all, our sales team was getting commitments from the sponsors, without whom we would not have been able to put on as robust a program."

The awards program was promoted heavily in Bio•IT World's print and online publications and through the awards program's sponsors, who invited their customers to participate. "Our editors also reached out personally to our audience and to their personal contacts to encourage participation," said Russell.

In addition, the company dedicated a section of its web site to the awards program and encouraged entries to be submitted online by the participating research organizations. This process enabled the entries to be shared and reviewed collaboratively between the editors and judges regardless of their location and helped to expedite the entire process for the editors.It also enabled the entrants to begin their entries and revisit them or share them with colleagues before making their final submissions, again, encouraging collaboration among the project teams, according to Russell.

Feedback from the award winners and other participants has been very positive. According to Lieberman, "Several entrants have told us how thrilled they were to win awards, and at least three have already issued their own press releases using the template we provided to them to promote their awards."

Sponsors, too, were pleased with the event and most have expressed interest in sponsoring it again next year. "Because the number of sponsorships is limited and the 2003 sponsors have right of first refusal, our sales team is already working to put proposals in front of them for next year. We're confident that the 2004 Bio•IT Best Practices Awards will be even more successful," Lieberman said.

For more information contact Diane Lieberman at diane_lieberman@bio-itworld.com.

Awards program offers myriad opportunities

Bio-IT World created the Best Practices Awards to capitalize on several different opportunities. Key among these:

- To showcase industry efforts to adopt innovative technologies that will ultimately speed development, reduce the costs to bring new therapeutics to market and ultimately improve healthcare.
- To promote *Bio•IT World's* thought-leadership in the market.
- To enable the sales and management teams to have substantive discussions with very senior-level executives among the company's key customers and prospects who are potential sponsors.
- To allow the publication's editors to begin new dialogues with senior-level researchers, particularly at big pharma organizations.
- To take some first steps in developing peer-to-peer information-sharing among the key constituencies served by Bio•IT World, which, according to Bio•IT World VP Marketing & Business Development **Diane Lieberman**, may eventually lead to new fee-based services.
- "And last, but certainly not least," Lieberman said, "to generate a substantial revenue stream! The sales team — **Capel States**, **Alan El Faye** and **Jeffrey Hyman** — combined to sell a total of seven sponsorships, which put us over budget for the program."

one on one the interview

Pat Kenealy
The CEO of IDG is this week's columnist. Reach him at pk@idg.com.

"The IT media needs to spend more time in general in creating original content and less time in linking to one another's content. IDG should lead by example on this."

Q We've just closed the books on our third fiscal quarter. How do things look year to date and for the remainder of FY03? How are we doing compared with last year at this time?

A Actually, as I write this, we're just closing the third quarter, but IDG's operations should essentially break even for the quarter and for the year to date. This compares to roughly $17 million in operating losses for the first three quarters of last fiscal year.

Our current year-to-date results include lots of severance payments and restructuring expenses, so the company will be well-positioned for FY04, which begins Oct. 1. Between now and then, a tough summer quarter lies ahead. Advertising typically slows down in the summer — especially in Europe — and some of our business units are still cutting costs — again, especially in Europe.

Our cash investments have done better this year than last thanks to a better stock market, and we're seeing some nice venture capital results in China this summer, but we need to focus on two things: building revenues and matching our basic cost structures to the markets we serve.

Q Everybody talks about "when the market comes back." What is your opinion about what the market is going to look like when it comes back? Do you think print ad sales will ever return to their previous level or are we going to see an increase in other types of marketing efforts on the part of vendors?

A I'm no macroeconomist, but the data I read say IDG should see some seasonal rebound and some general economic cycle rebound in advertising in the fall. On the other hand, the Oracle/Peoplesoft/J.D. Edwards story points out the continuing vendor consolidation in the mature parts of the IT market, and every ad market survey shows the Web taking market share from print and direct mail advertising. We're budgeting FY04 to have essentially flat print ad pages, with revenue increases coming from ad price increases, Web activities and new magazine and Web site launches.

Q As we enter the annual budget planning season, are there any themes you will be sounding as you meet with various business unit managers?

A The FY04 budget themes: 1) Modest, *realistic* revenue assumptions; 2) Expense levels that produce predictable profits on those revenue assumptions; and 3) lots of launches of print and Web properties in new markets.

Q In a recent interview with *B to B Media Business*, you said you were concerned that in the U.S. technology is an over-published category and that while our advertisers have consolidated, we haven't. Do you envision a consolidation among IDG's own U.S. titles in the coming years?

A No, I'm really talking about category-wide publishing consolidation in various markets. For example, in the U.S., the publishing industry consolidated to a few, strong profitable titles in the PC and Mac monthly magazine markets, but still offers too many choices to readers and advertisers in the enterprise IT market — some dozen publications, half of them weeklies.

In the U.S., PC and video gaming magazine markets things are starting to feel pretty crowded. History shows us the best written, best-differentiated and best-financed titles survive, so I hope that IDG is a buyer, not a seller in the certain consolidation to come.

Q Is it true, as was recently reported, that you have directed that access to the Network World Fusion site (as well as other IDG sites) be blocked from any TechTarget servers? If so, why?

A Part of my job is to protect the value of the content that IDG works so hard to create. We vigorously protect our print content using well-established copyright laws and licensing procedures, but the border between fair use and plagiarism is still blurred on the Web. Over the past few years, the practices of "spidering," "deep linking," excerpting, summarizing, etc. on the Web have begun to devalue our content, so I've asked the management team here to put in some basic protections. In general, outsiders who sell advertising around IDG content should share revenues with us; outsiders who turn reader interaction with our content into sales leads should share revenues with us; and outsiders who register users using IDG content should share registration data with us. In all three cases the outsiders should respect our reader privacy policies. The IT media needs to spend more time in general in creating original content and less time in linking to one another's content. IDG should lead by example on this.

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IDG employees, customers get Forum discount

IDG employees and customers are entitled to a 20% discount on the European IT Forum fee of 2,300 Euros (US$2,645). **Francesco Corra**, vice president of IDC's EMEA (Europe, Middle East and Africa) Conference Group is available to discuss any details with interested IDG units.

Coming up

Macworld CreativePro Conference & Expo
July 14-18
Jacob K. Javits Convention Center
New York, N.Y.
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 4-7
The Moscone Center
San Francisco
www.linuxworldexpo.com

Bio-IT World Conference & Showcase
Aug. 5-7
Singapore
www.biotiworldexpo.com.sg

CIO 100 Symposium® & Awards Ceremony
Aug. 17-19
The Broadmoor
Colorado Springs, Colo.
www.cio.com/conferences

Web Services Conference
Aug. 28-29
Shibuya Marc City
Tokyo
www.idg.co.jp/english/expo/index.html

Insights 2003
A Financial Insights event
Sept. 3-4
Ritz-Carlton Hotel
Boston
www.financial-insights.com/insights2003/

IDC's IT Forum caters to end-user IT optimization concerns

With the content of the 13th annual European IT Forum aimed squarely at end users, IDC has a variety of strategies in place to attract its target audience to Paris on Sept. 29-30. The theme, "The European CEO/CIO Agenda: Managing IT in Challenging Times," is focused on strategies for the optimal use of technology and the importance of IT for minimizing business risk.

THE EUROPEAN IT FORUM 2003

After three years in Monaco, IDC's flagship event returns to France, a more business-oriented location that will be more attractive to attendees who need to watch their travel budgets nowadays. "We had a three-year contract for the Monte Carlo conference facility, but Monaco is too glamorous – and expensive – for a time of market contraction," said **Francesco Corra**, vice president of IDC's EMEA (Europe, Middle East and Africa) Conference Group. "In times like these, it's best to go to an event in a city where vendors and attendees can link to other business they may have in the city."

Given attendees' concerns about budgets, IDC is undertaking exceptional campaigns aimed at end users this year. For example, IDC has partnered with several European editions of *CIO* magazine, which are promoting the IT Forum to their subscribers at special conditions. IDC is also partnering with end-user/CIO associations to facilitate meetings between association members and IDC analysts during the event and offer special fees for members as well as logo visibility at the Forum.

Corra said his group is emphasizing the value of the agenda for both attendees and sponsors. High-level attendees have always been a hallmark of the Forum, and sponsors wanted to be a part of it for visibility and image, he said. "The culture of IDC has traditionally been mainly vendor-driven, so the agenda reflected that. But now, sponsors really want leads, and that means end users, and the higher-level end user, the better. This year, the agenda was conceived from the beginning to be focused on strategic information for end users, and it's been sold to sponsors with end users in mind," Corra said.

Thus far the effort has been successful; 11 high-profile sponsors are already on board, including Sun, Cisco Systems, HP, Kodak, Nortel Networks and Novell.

Once again, the Forum will feature a popular component called the Guru Labs, interactive workshops where a limited number of attendees can brainstorm on critical issues with keynote speakers. There is no additional fee to register for the Guru Labs.

Among the 40 or so prominent speakers slated for the event are Symantec President & COO John Schwartz, Palm Inc. CEO Eric Benhamou, SAP Co-chairman and CEO Henning Kagermann, and MIT Media Lab Director Nicholas Negroponte.

For more information contact Francesco Corra at fcorra@idc.com or visit http://emea.idc.com/itforum03. WU

IDG New Zealand's *Unlimited* named best publication...again!

Just four-and-a-half years old, IDG New Zealand's precocious business monthly, *Unlimited,* picked up its second win for Best Trade/Professional Magazine at the country's prestigious Qantas Media Awards last month.

The judges' comments read, in part, "Well-researched journalism, excellent design and superlative photography makes *Unlimited* a strong magazine package which is likely to inspire its business readers."

"This award is a testament to the ongoing commitment of our staff and contributors," said *Unlimited* Publisher **Vincent Heeringa**.

Regions on a roll: heartland NZ rocks
BEST MAGAZINE Qantas Media Awards
unlimited
Karen Walker Inc.
Mapping the rise of a global brand
How Right is right?
The Nats big dilemma
Gatt busters!
10 dumb questions
>>PLUS:
How: to beat OSH
What: is EBITDA?
When: for iTunes?

Unlimited is written for forward-thinking business executives who embrace smart thinking, welcome change and who use innovation as a source of competitive advantage.

New Zealand PC World also featured in the awards with Consumer Watch and Linux columnist **Geoff Palmer** winning best columnist in the Information Technology and Communications category, as well as being one of three finalists in the general Best Columnist category, where he was up against columnists from every publication in the country.

Additionally, photographer and graphic artist **Marcel Tromp** won a finalist's place in the awards in part with a portfolio comprising work for both *PC World* and *Unlimited*. WU

IDG

July 7, 2003

Account Manager (BIO)

Bio-IT World has an exciting opportunity for a talented and motivated sales professional to join a highly regarded, successful and fast-growing media organization that is now in it's third year. The Account Manager's primary responsibility will include selling electronic-based advertising as well as print advertising, buyer's guides, events and other products as they become established. The Account Manager will concentrate on technology companies that are focused on providing solutions to the healthcare and pharma industries. In this position, the Account Manager will be responsible for both developing new clients as well as supporting those customers as they become established clients. This is an inside sales position with direct quota responsibility. Ideal candidates will have a strong sales track record, demonstrated closing skills via face-to-face, phone and email communication with clients as well as collaborative selling, and creative problem-solving skills. Candidates must have 4-6 years of inside/outside advertising sales experience and an understanding of the bio/medical/IT field. In addition, this person must have excellent communication, organizational, presentation, and negotiation skills. This position is based our Framingham office with limited travel. ***Location: Framingham – MA***

Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Group Operations Coordinator (IDC)

IDC is seeking a Group Operations Coordinator to become part of a collaborative, customer-focused team and will report into the Hardware Research Group. This position will support primarily the Worldwide PC Tracker group, but will also provide support for other Hardware Research teams upon request. This position will serve to coordinate the administrative and product-based functions within the team, including updating and managing client database information and planning client meetings/events. This position will require the individual to work well both independently and as a part of a team, and will be responsible for maintaining client subscription and distribution information, preparing product distribution, supporting the team sales, planning department events, answering basic client subscription questions and manage the accuracy of the data kept on each client profile. This position requires a strong familiarity with all Microsoft Office products (Word, Excel, PowerPoint), as well as understanding e-mail systems and etiquette. Ability to learn new database systems for the purpose of data input is also required. A successful Group Operations Coordinator will have a strong dedication to ensuring total Client Service, has an excellent team ethic, and can communicate effectively with both clients and team members. Strong attention to detail and accuracy is required. One to three years business experience required, a Bachelor's degree in business or equivalent is a plus. This position is located in our Mountain View, CA office and requires minimal, mostly local travel. ***Location: Mountain View – CA***

Contact: I. Juhola, Email: ijuhola@idc.com

Associate Program Analyst (IDC)

IDC's Pricing Services Program covers competitive pricing data for the major hardware markets in the IT space including PC, server, peripherals, enterprise storage, and networking both domestically and internationally. The Associate Programmer Analyst will manage the day to day throughput of critical program data and provide database expertise in support of our business processes and systems. Key responsibilities include running price lists, entering specification data, managing pricing deliverables, and providing client support to the 20+ clients in the pricing program. The programmer analyst will also be responsible for maintaining existing code and developing new code for a web site/database hosted on a Lotus Notes Domino platform with related reporting tools developed in Excel and Java. For a full description please visit IDC.Com Location: Framingham – MA

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Inquiry Analyst, Software (IDC)

The IDCInquire Group is seeking an Inquiry Analyst to support the Software Research Group at IDC. The Inquiry Analyst is a first point of contact for Analyst, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Software Analysts and get insight on the many facets of the Analyst role at IDC. Inquiry Analysts at IDC sit amongst their peers and partner with a specific IDC Research Group to provide support to both internal analysts and sales and IDC clients. Key responsibilities include: partnering with the Software Research Group to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure you are meeting their information needs, assisting the SW Research Group with data collection and writing needs as appropriate. We are seeking an individual who is articulate, knowledgeable in Internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required along with one - two years of internship and/or professional experience in a research or high technology environment is required. This position is **based in Framingham, MA** and does not require travel. Relocation is not available.
Contact: C. Burton, Fax: 508-935-4432, Email: cburton@idc.com

Program Manager, Telecom (IDC)

The Program Manager will be responsible for managing research undertaken by IDC relating to Latin American telecommunications markets. In addition to generating reports and managing the research process (described below), the Program Manager will increasingly be responsible for building the overall Telecom program for IDC Latin America. This includes coordinating local-country telecom-focused analysts, defining the telecom research plan, increasing awareness of IDC Latin America's telecommunications research capabilities through frequent vendor contact, travel to the region, fielding media inquiries, and giving Latin America telecom market-related presentations. The Program Manager will also be responsible for achieving the budgeted amount of sales for Latin America telecommunications-related research by successfully and enthusiastically carrying out all of the above duties as well as the below research-related responsibilities. For a complete description, please visit IDC.Com ***Location: Miami - FL***
Contact: G. Lawrence, Fax: 508-935-4432, Email: glawrence@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Sweden leads world in IT readiness, study finds

For the fourth consecutive year, Sweden has been rated the world's leading information economy by the 2003 IDC Information Society Index (ISI). Denmark and the Netherlands rounded out the top three.

According to the sixth annual study, Sweden is in the strongest position to take advantage of the IT industry, thanks to its advanced information, computer, internet and social infrastructures. The ISI analyzes how 53 countries implement and use IT to advance technologic, economic and social goals. The study bases its results on a comprehensive index of IDC statistics in 15 areas covering PC and internet use, e-commerce, telecommunications infrastructure, broadband and wireless subscribers, education levels, freedom of the press and government corruption, among others.

> *"We believe that technology supports social development, and we hope to highlight this through the ISI."*
>
> *— Stephen Minton*

"The 53 countries we track represent IDC's strong local research presence," said IDC Program Director **Stephen Minton**. "The ISI demonstrates IDC's global coverage and our presence and participation in the development of the Information Society in many countries all around the world. We believe that technology supports social development, and we hope to highlight this through the ISI."

Minton said government clients are the leading users of the index's results. "Government planners use the ISI to benchmark their country against other nations. IT suppliers and investors use the ISI to analyze market opportunities, drivers and inhibitors."

Older ISI variables, such as telephone land lines and ownership of radios and fax machines, have been replaced with new ones, such as broadband and wireless use, which alter the study's results, according to Minton. "The U.S. drops [from fourth in 2002 to eighth in 2003] mainly because it compares less favorably with wireless data than some other countries. The old index put more emphasis on PCs and old infrastructures."

For more information contact Stephen Minton at sminton@idc.com.

Top 10 IT economies

The 10 nations with leading information economies as identified by the IDC Information Society Index for 2003 are the following:

2003	2002
1. Sweden	Sweden
2. Denmark	Norway
3. Netherlands	Switzerland
4. Norway	U.S.
5. Finland	Denmark
6. New Zealand	Netherlands
7. Switzerland	U.K.
8. U.S.	Finland
9. Austria	Australia
10. Canada	Taiwan

One on One

continued from page 3

Q What was your first memorable experience with a computer?

A In junior high, I crashed more than my share of Lunar Landers on the town's PDP 8s, and in high school traded up to PDP-11s.

I bought one of the very first IBM PCs ever when I worked as an editor on *Mini-Micro Systems* at Cahners Publishing in 1981. It was a 4-MHz 8088 with *two* floppy disk drives and an Epson matrix printer. I used it to do product roundup charts and word processing and remember that it gave me my weekends back in those crazy days of the PC publishing explosion. I also remember that I had to stay late every night to make up for the time I spent demonstrating the PC to every publisher, editor and accountant at Cahners! A year later, the company had 100.

Q If you hadn't become involved with publishing and the venture capital business, what other career might you have pursued?

A I might have been a teacher like both my parents or a Merchant Marine captain like my father and brother.

Q What business/management titles have you read lately that you'd recommend?

A I read more business biographies than management titles. I just finished *Minding the Store*, the autobiography of Stanley Marcus of Nieman Marcus, and *The Maverick and his Machine* (the new, revisionist Thomas Watson Sr. biography) is on my night table since it's too heavy to lug onto a plane. The best computer industry book I've read in the last year is *Inventing the Electronic Century*, a great book on the collision of the IT and the consumer electronics industries, by Alfred Chandler, probably the greatest living business historian.

Q IDG Games Media Group has been renamed IDG Entertainment, and one of IDG's publishing groups in Germany has been called IDG Entertainment for several years. Is this a fledgling IDG brand that will continue to be adopted internationally?

A Seems so. **John Rousseau** [CEO of IDG Entertainment in the U.S.] conceived the idea, **York von Heimburg** [managing director of IDG Entertainment in Germany] concurred; I know when to join a parade!

noteworthy people

Kerwin

Orum

New employees

Erin Kerwin joins PC World as editorial assistant. She has worked as office manager for an orthodontist and most recently as executive assistant and marketing liaison for the futures firm Direct Trading Group in the Chicago Mercantile Exchange. She has a B.A. in journalism from Michigan State University and likes to run, read and travel.

Emmanuel Doe has joined IDC in Framingham, Mass., as director of the Investment Research Services group. He was previously director of corporate development at Financial Fusion. Emmanuel has a B.A. in politics, economics and philosophy from the University of Pennsylvania and enjoys squash and cycling.

Returning employees

Daniel Orum returns to IDG as senior vice president of business development and consumer marketing at IDG Entertainment in Oakland, Calif. In this newly created position, he will be responsible for driving circulation, aligning strategic partnerships for IDG Entertainment–branded products and services, and enhancing interactive product development. Orum joined *PC World*'s circulation department in 1987 and moved on to *Publish* and then *Macworld*, where he was VP of marketing and circulation. Most recently, he served as VP of Interactive Media at Weider Publications, where he was responsible for overseeing interactive premium services development and related consumer marketing strategies for *Shape*, *Men's Fitness*, *Muscle and Fitness*, *Fit Pregnancy*, *Natural Health*, *Flex*, *Fitness Hers*, and the iShape brands.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Reminder — STAR Award nominations due this week!

Take a few minutes to nominate a deserving co-worker who has demonstrated a commitment to providing outstanding service, teamwork and results. All employees from the following business units are eligible for nomination:

IDG Corporate Accounting
IDG Corporate Support Center
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Travel
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, *IDG World Update*).

Nominations should include the employee's name, title and department and answer the following:

- How has the employee provided exceptional service?
- In what way has this employee exhibited a positive attitude and fostered teamwork?
- What has this employee done to demonstrate initiative to improve job results?

Nominations must be submitted by July 11. Send them to **Lucy Sheehan**, IDG Corporate Services Group, 5 Speen St., Framingham, Mass. 01701, via e-mail (lucy_sheehan@idg.com), interoffice mail or fax: 508-935-4675.

Up to three winners will be named. Winners will receive a cash prize and crystal star-shaped paperweight.

Enter IDG's 20th annual employee photo calendar contest

Here's your chance to win fame, fortune and 30 or so days of bragging rights. You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos taken with a digital camera must be printed on photographic-quality paper.

Photos may be vertically or horizontally oriented. No panoramic-width photos can be accepted. Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo.

The contest is open to all employees of IDG subsidiaries and licensees working on IDG-licensed titles. Prizes of $250, $150 and $100 will be awarded to the top three photos, respectively.

Entries must be received no later than Sept. 12. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. **Please note: Photos will not be returned.** Questions may be sent to world_update@idg.com.

NetworkWorld Netherlands

continued from page 1

papers, and an archive of product tests done by *NWW*.

IDG Netherlands is offering current readers of *LAN Internetworking Magazine* the same subscription price for *NetworkWorld*, but for 12 issues annually rather than 11. Current subscribers also get the annual *IT Buyers Guide*, a comprehensive publication about the most important IT issues for companies with 50 or more employees. IDG Netherlands is also looking to increase the current 11,000 circulation level by enticing new readers who will be attracted to *NetworkWorld*'s broader coverage.

Advertisers have perceived the relaunch as a good strategy, and having a name clearly directly tied to IDG's international *Network World* product line will help boost ad sales, predicted IDG Netherlands Sales Manager **Erwin van Faassen**.

For more information contact Erwin van Faassen at evanfaassen@idg.nl. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Therese Bergstrom *IDC*

20

Barbara Adamson *PC World*

18

Craig Stedman *Computerworld*

17

Ken Hoyt *IDC*
Ralph Finos *IDC*
Karin Quack *IDG Germany*

15

Caroline Craig *InfoWorld*

14

Manfred Weiss *IDG Switzerland*
Carol Benioff *InfoWorld*

13

Scott McLarnon *IDC*
Richard Willoughby *IDG*

11

Randy Perry *IDC*
Eric Lam *IDG Hong Kong*
David Francis *IT World Canada*

10

Mohd Yasin *Computerworld Singapore*

9

Loren Loverde *IDC*
Douglas Chandler *IDC*
Renate Regnet-Seebode *IDG Germany*
Ulrike von Trotha *IDG Germany*

8

Randal Giusto *IDC*
Joan Young *IDC*
Cheryl Giangregorio *IDG*
Karl Martin *IDG New Zealand*
Karen Blythe *IDG Global Solutions U.K.*
Hideki Kojima *IDG Japan*

7

ohn Radzniak *Computerworld*
Kate Godfrey *PC World*
Ellizabeth White *IDC*
Faith Wardle *PC Advisor*

6

Marc Songini *Computerworld*
Janet Waxman *IDC*
Rosemary Anne Haworth *PC Advisor*
Stephen Symonds *IDC Canada*
Verena Schieder *IDG Germany*

5

Claudio Checchia *IDC*
Katrina Menzigian *IDC*
Kevin Kane *IDC*
Courtney Monroe *IDC*
Jean Gasbarro *IDG International Publishing Services*
Kathleen Bird *IDG List Services*

4

Ted Samson *InfoWorld*
Bruce McCurdy *PC World*
Julie McKie *PC World*
Abner Germanow *IDC*
Earl Joseph II *IDC*
Renata Bitar *IDG Brazil*
Motohiro Miura *IDG Japan*

3

Marian Prokop *Computerworld*
Eng Lim *IDG Entertainment*
John Gomez *IDG Entertainment*
Ryan Meith *IDG Entertainment*
Dorothy Merullo *IDC*
Jun Pete Amolat *IDC*
Eri Meyer *IDC*
Gloria Aguinaga *IDC*
Lauren Abernathy *IDC*
Ludovica Bruno *IDC*
Laura Hannon *IDG*
Gilbert Lawrence *IDC*
Dorothy Malone *IDG*
Alfredo Distefano *IDG Italy*
Katia Trespidi *IDG Italy*
Masaki Kato *IDC Japan*
Vanessa Batten *PC Advisor*
Elizabeth Mason *IDC Canada*
Katharina Friedmann *IDG Germany*
Isa Müller *IDG Germany*
Alan Tong *IDC Malaysia*
Linus Wolter *IDG Sweden*
Manuel Lopez *IDC Hong Kong*

2

Lynn Mason *Computerworld*
Stephanie Taylor *IDG Entertainment*
Helen Wang *IDG China*
Vivian Li *IDG China*
Chad Poston *IDG Central Services*
Brian Cox *PC World*
Heather Johnson *IDC*
Meghan Mizoras *IDC*
Mohsen Malaki *IDC*
Dan Wiseman *IDG World Expo*
Lauren Davis *IDG World Expo*
Timothy Treman *IDG World Expo*
Sophie Pietras *IDG Italy*
Hideo Ito *IDC Japan*
Stefania Lorenz *IDC U.K.*
Manju Deo *IDC Australia*
Zhang Ya Sophy *IDC China*
Ronald Ye *IDC China*
Mesher Ma *IDG China*
Sammi Zhang *IDG China*
Theresa Shelley *IDG New Zealand*
Sandra Tan *Computerworld Singapore*
Seow Teck Cheong *Computerworld Singapore*
Wendy Wong *Computerworld Singapore*
Joanne Ng *Computerworld Singapore*
Rebecca Reid *IT World Canada*
Carolann Aitken *IT World Canada*
Ed Chan *IDC Canada*
Thomas Dassel *IDG Germany*
Augustin Lacaille *IDC France*

1

Scott Harris *IDG Entertainment*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Framingham-area employees support local homeless shelter

ARDLEY YEE

IDG IS Applications Analyst ***Pedro Villafane****, IDG Senior Administrator* ***Michelle Chase*** *and Senior Tax Accountant* ***Sunitha Balachandar*** *pack up bags of food and personal care items that were donated by IDG and IDC staff in Framingham, Mass.*

Two groups that organize community service projects for Framingham, Mass.-area business units — IDG's Corporate Action Council and IDC's Event & Charity Committee — joined forces last month to co-sponsor a food drive to benefit a local homeless shelter. Employees donated enough non-perishable food and personal care items to fill the minivan used to drop them off at the shelter.

celebrating 10!

Name
Glenna Bennett Fasold

Home
North Grafton, Mass.

Joined Network World
June 1991 as an Editorial Assistant.

Current title
Office Manager, Editorial. I help keep the Editorial Department on the move and within budget. This involves booking flights, hotels, show registrations, press passes, setting up editorial meetings, handling calls from readers/PR with research requests. I also help to keep the editorial staff happy (and looking good) by fielding requests like: "Do you have a needle and thread/safety pin/static guard/lint remover?" My job of late has taken me into other departments doing research and setting up space for our Seminar/Events department.

Best part of your job
The challenge! And the opportunity of having dinner with **Pat McGovern.**

Most unusual thing that's happened to you at work?
Being hypnotized at an offsite editorial meeting. I think my co-workers enjoyed it more than I can remember.

I joined IDG because
I liked the way Network World was growing.

What's kept you at IDG for 10 years?
The people and the flexibility of my work schedule.

Best compliment you've ever received on your work?
When another department recognized me with the Superstar of the Month award.

Best piece of advice you've ever received?
If you don't want an honest answer then don't ask the question!

Interests outside the office
My six grandchildren, family, friends, wall papering and sign language.

Family
I have two sons — Edward, who's now retired after 21 years as a Navy SEAL, and his wife, Tammy, and their sons Hunter and Spencer; and Keith, who also served our country in the U.S. Navy, his wife, Deborah, and their four children: Paige, Madeline, Allison and Charles.

Most rewarding thing you've ever done?
Working with deaf teenagers in the Ala-teen program.

THE RITZ-CARLTON

Network World's ***Glenna Bennett Fasold*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner at Boston's Ritz-Carlton honoring her 10 years of service to the company.*

Dream destination
Australia

Fantasy job
Traveling all over the world being a resort critic.

What others can't tell just by looking at me
What I'm thinking!

What is the last good deed you did?
If I tell you then it wasn't a good deed.

One possession you'd grab if your house was on fire?
A painting of my mother's home on Prince Edward Island, Canada.

If you won the lottery tomorrow, you would
Retire, set up my grandchildren's education fund and hop into a travel home and tour the U.S. and Canada.

If I could do one thing over
Become a sign language interpreter.

Manager's profile
"Glenna has worked within the Editorial Department since 1991 and has held a multitude of different responsibilities over the years. She has a strong work ethic and always goes the extra mile to make sure her customers (whether readers of *Network World* or our own staff members) are happy and satisfied. She's one of those rare individuals you can always count on — no matter what the situation. In addition, I think she's the most photographed individual within the department. Check out all the photos in her office with the cast of "Providence"!

— Cheryl Crivello, editorial, operations manager, Network World

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Karen Weston *IDC*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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From the backroom to the boardroom

IDG top leaders share tales from their earliest attempts to earn a paycheck

Cold calls

My first job, fortuitously, was in the information business. It occurred during a bitter cold winter in Philadelphia when the newspaper delivery boy in my neighborhood quit because the snow was too deep. Although one was supposed to be 10 years old to qualify, I looked big for my age, and I was offered the job when I was eight years old. I jumped at it and learned a lot about how people looked forward to being informed, and the importance of maintaining an optimistic "keep going" attitude . . . in my case, because my feet might freeze if I stopped moving. And, because I had to buy the newspapers in advance and collect for them later, I learned a lot about the importance of cash flow!

— ***Pat McGovern****, chairman, IDG*

No more pencils, no more books...

My first real job was in 1974 as a teacher of the emotionally disturbed/learning disabled and wrestling coach in a New Jersey junior high school. I soon came to learn why collegiate wrestling was a critical prerequisite for the teaching job. Face-to-face for seven hours with nearly 100 pubescent contrarians, most removed from regular classes due to discipline problems; now challenging me to entertain, parent and educate. That job has served as the most valuable component of my personal development and international business life at IDG. Teaching U.S.-based companies about global business cultures and advertising nuances requires the same patience and exhilaration from very small steps of progress as back in Maple Shade Junior High. I'd argue that the most effective form of selling is done subliminally through a satisfying learning experience. Creating a client's ongoing dependency on the thought leadership and knowledge base of a global brand is one of the most powerful sales tools in our business. Teach them and they will buy!

— ***Frank Cutitta****, senior VP, IDG*

McQuick career

FRANCIS MAO

My career got off to a rather interesting start with two positions held in quick succession. First, I spent several months working in the local pub in Cardiff, U.K., where much of my time was actually spent covering for the alcoholic landlord, who passed many a long hour asleep on a beer barrel in the cellar. He seemed only to make an appearance around closing time, then usually only for a couple of drinks. The second job was with McDonalds in Margate in the U.K. I figured they were a pretty go-ahead company and a good place to launch my "real" career. I lasted four hours and walked out. The final straw was being asked to go through the waste bin to see how many burgers had been wasted by staff during the cooking process. That was enough for me!

— ***Bob Pinchin****, managing director,*
IDG New Zealand

Client server

In 1976, I got my first summer job as a technical editor at GML Corp., a tiny Lexington, Mass., research company that published looseleaf directories of all the computers and peripheral models in the world. Among our clients were IDC and *Computerworld*. I learned huge amounts about computer technology by transcribing vendor spec

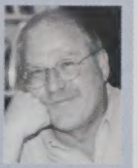
continued on page 4

Who knew?

During the course of day-to-day business you may not stumble upon some of the more, ah, intriguing aspects of your colleagues' backgrounds. IDG World Update asked employees to reveal a here to fore unknown fact about themselves.

I once modeled shoes. Apparently, the perfect shoe-size for a male foot is 8.5. I knew I was a size 8 but told the modeling agency the job was a perfect "fit." I figured I'd just stuff the toes with tissue paper, pull the laces real tight, and I'd be fine. I may have talked the talk and thought I could pull this off, but I couldn't really walk the walk. During one show, I was so concerned about stumbling in my oversized shoes that I accidentally pivoted left instead of right and knocked my female runway partner right off the platform. That was pretty much the end of my foot modeling career.

— ***Christian Bousquet****,*
marketing specialist, IDC



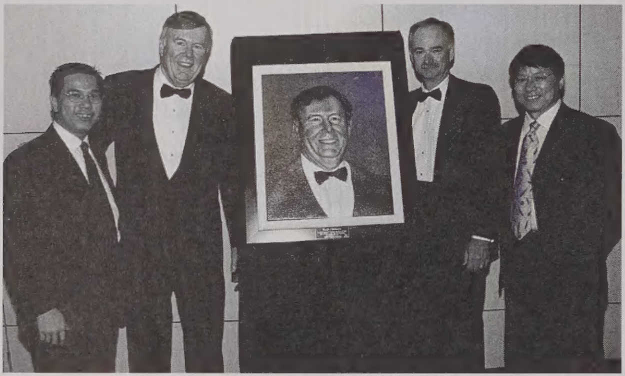
I was the lead singer in a local bluegrass band — The Texas Instruments — now, mercifully, out of business. And, I was actually at Woodstock. I bought a ticket, which I still have somewhere.

— ***Tom Monahan****, director of*
online and design,
Computerworld

in brief newsworthy

IDC, IDG Australia mark silver anniversary with black-tie event

IDG Chairman **Pat McGovern** presents plaques to **Don Kennedy** (above left) and **Chris Fell** (above right) in honor of IDG's and IDC's 25th anniversaries.



Flanking a portrait presented to IDG Chairman **Pat McGovern** are (l-r) **Tam Le**, country manager, IDG Vietnam; McGovern; **David Hill**, CEO, IDG International Publishing Services and **Hugo Shong**, president of IDG China.

More than 260 staff members and guests gathered in Sydney last month to celebrate the 25th anniversary of both IDG and IDC Australia. Among the revelers at the black-tie event, held at Dockside in Darling Harbor, were members of the board of the Australian Computer Society, some of the companies' major suppliers, past employees and overseas guests including IDG Chairman **Pat McGovern**, IDG Vietnam Country Manager **Tam Le**, IDG International Publishing Services CEO **David Hill**, IDG China President **Hugo Shong** and IDG New Zealand Managing Director **Bob Pinchin**.

McGovern presented both IDC Australia Country Manager **Chris Fell** and IDG Australia Managing Director **Don Kennedy** with plaques commemorating 25 years of industry leadership. In return, McGovern was presented with a portrait of himself, painted by Majela Barbe, wife of **Andrew Birmingham**, vice president of IDG Australia's Life Sciences division.

Address book changes

IDC's Virginia office has moved:
2010 Corporate Ridge
Suite 700
McLean, VA 22102
tel: 703-749-7700
fax: 703-749-7734

Rana Hobbs	703-749-7733
Steve Harris	703-749-7732
Ron Kaplan	703-749-7731

IXO Publishing, publisher of *Univers Macworld*, has moved:

11 rue de Cambrai - Bât 28
75168 Paris Cedex 19
France

tel: +33-1-55-26-01-00
fax: +33-1-55-26-01-99

Financial Insights reaps rewards of prime visibility in New York

DEBORAH STARK

Pictured at the Financial Insights booth are (l-r): **Karen Holt**, client services manager; **Janelle Philips**, global strategic relationship manager; **Greta Williams**, group operations manager; and **Ian Rubin**, director, Research Solutions.

IDC's Financial Insights got some great industry exposure last month at the Securities Industry Association's annual Technology Management Conference & Exhibit in New York, where it displayed its wares and hosted clients in a booth directly opposite those of IBM and Sungard. The company's analysts and executives had more than 80 meetings with clients, prospects and the press during the three-day event, which attracted more than 8,000 individuals within securities firms who have management responsibility for technology-based support activities. Financial Insights also used the event to announce its expansion into the Asia/Pacific market as well as numerous new reports on trading technologies and risk management issues.

Computerwoche launches three events

COMPUTERWOCHE
mittelstandsforum
Microsoft
TREND MICRO
united planet
Sun

Computerwoche Editor-in-chief **Christophe Witte** welcomed attendees to the Forum for Medium-Sized Companies.

Computerwoche Verlag launched a trio of profitable events in May for highly selective audiences that were well-received by sponsors and attendees. The two-day Computerwoche Executive Forum, held at a resort outside Munich, drew 50 CIOs of major German companies who discussed how to best simplify IT. The Forum for Medium-Sized Companies was held in four cities for 300 business owners who wanted to learn more about IT solutions in everyday business practices. One-day roundtable meetings for 90 human resources managers in four cities demonstrated how electronic tools can reduce time spent on administrative tasks. Each of the events will be held again next year.

one on one the interview

Colin Crawford
IDG's VP, new business development & operations is this week's columnist. Reach him at colin_crawford@idg.com.

> *"I believe that there are massive opportunities around the convergence and interconnection of PCs and consumer entertainment devices in the home and the growth of various types of home networks for data, communications and entertainment."*

Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for all columnists, including regular contributors IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy****, will be passed along anonymously. Write to world_update@idg.com.*

Q IDG has never had a VP, new business development & operations prior to your being named to the post in March. Can you give us an idea of what your primary responsibilities are?

A My primary responsibility is to assist the IDG Management Team in growing the equity value of IDG through new business opportunities plus assist with the expansion of existing business units. I act as a communications conduit, processing a lot of opportunities and identifying business units that might benefit from a coordinated approach. I'll always place the independence of the business units first, but at the same time I'll encourage several groups to work together in a cooperative manner if everyone can benefit as a result. Areas where this approach has been recently successful include: Google (resulting in a significant online revenue stream from Google's Adwords being placed on several IDG sites); cdXpo, a significant print and list rental revenue commitment to promote a rival expo to Comdex; and a deal with Zinio resulting in volume discounts being applied across IDG properties.

Q In what areas do you think IDG business units could improve coordination?

A IDG business units will always focus on the needs of their customers and will take advantage of efficiencies wherever possible in order to improve their financial performance. Because they are so focused on their particular issues and markets it is sometimes more difficult for them to identify opportunities that could work across several businesses. However, to date I've experienced very positive feedback and support on cross-book ideas I've presented that can benefit several business units. With 10 years experience as a business unit head, I'm very sensitive to the support role of my corporate job. It is not my place to tell business units how to grow their businesses, but I'm always available to assist.

Q Do you have thoughts about how IDG units can better share best practices?

A I support the sharing of ideas through various functional groups. Given the economic constraints we all face, this does not have to take place via in-person meetings. Technologies such as video conferencing and web discussion groups can facilitate the regular transfer of great ideas. A rotating chairperson can be given the responsibilities to coordinate this activity and it probably makes sense to split up the groups between our enterprise publications and the magazines groups, as their markets are very different.

Q Do your new responsibilities involve just the publishing aspects of IDG?

A At the moment I'm focused on print and online but because of my past involvement with *Macworld*, I will help the new CEO of IDG World Expo, **David Korse**, get up to speed with the opportunities in the Apple marketplace as well as assist him in evaluating some opportunities in the IT expo space.

Q What are the most promising areas of opportunity for IDG in the coming months/years?

A Areas such as wireless, mobile computing, security, bio-IT, health-IT and robotics are hot subjects. I also believe that there are massive opportunities around the convergence and interconnection of PCs and consumer entertainment devices in the home and the growth of various types of home networks for data, communications and entertainment. In the U.S. we're well positioned to look at such opportunities through IDG Entertainment. Internationally, a number of units are planning products in these areas.

Q Do you envision that IDG's growth in the years to come will be fueled primarily through launches or through acquisitions and alliances?

A It has to be all of the above. We'll look to acquire or start new product groups that can integrate all aspects of our business — print, online, expos and conferences, and research on a national and international scale. We'll encourage all our business units to look for launch opportunities that complement their current business strategy. Where appropriate, we'll bring IDG's reputation, assets and brand equity to strategic alliances if it results in equity growth and financial gain to our organization.

Q Where do you see IDG 10 years from now?

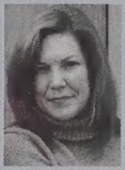
A We need to drive up our profit margins — especially on the older, more mature and established properties to provide the company with the funding for future development through launches and acquisitions. Target profit margins in the 5% to 10% range are a minimum to ensure a healthy organization and to help fund long-term expansion. Over the next decade I'm sure we'll see IDG develop an even greater international focus. It is unlikely we'll move away from our traditional focus on the IT market, but as IT becomes more and more important in all aspects of our work and personal lives the opportunities are abundant. The trick is identifying and focusing on those that work well within the IDG organization.

I absolutely hate to fly in airplanes!

— **Gary Beach**, *group publisher, CXO Media*

I lived in Spain and made and sold jewelry at a plaza in the old section of Madrid.

— ***Abbie Lundberg**, Editor-in-chief, CIO*



I used to be an investigative reporter for a TV station in Oklahoma. For a story called "The War on Drugs," I spent more than a month undercover with narcotics agents, sitting in on raid planning sessions, training alongside undercover sharpshooters and of course, carrying my own gun (a Smith & Wesson Chief's Special I picked up at the local mall).

— ***Susan Watson,** VP, News and Information, CXO Media*

One year I worked at a radio station as Santa. Every afternoon during December, the kids could call up and talk to Santa, not knowing there was an incredibly nervous 22-year-old on the line. I'd listen to what they wanted for Christmas, tell them I would do what I can (no promises allowed), read their letters (some of which I had to make up), play Christmas carols (that was the best part), tell them about life at the North Pole, and of course, crank out some good "Ho, Ho, Hos."

— ***Lafe Low**, features editor, CIO*

"I was a whitewater rafting guide."

— ***Doug Detlefsen**, online sales manager, Mac Publishing*

Backroom to boardroom

continued from page 1

sheets and entering data onto an Entrex minicomputer. I once counted that I transcribed 4,000 spec sheets during one summer break. I'm sure I stuffed at least that many envelopes during another summer at GML learning the basics of directory circulation marketing. It was while working at GML that I first met **Pat McGovern** — I was a paid guest at the 1977 IDC briefing session!

— ***Pat Kenealy**, CEO, IDG*

"Routes" of success

My very first working experience was actually in the newspaper trade. At the age of 9, I was a newspaper delivery boy in the community where I grew up. I had to get up at 3 o'clock in the morning to deliver "Aftenposten" — our biggest twice-daily newspaper, then I went to bed for three hours and of course I had to attend class at 8 in the morning. After school, I followed the same route as during the morning, and finished around 5. I kept this job for three years, and I felt like a money-making machine. Funny to think that I am still in the same business.

— ***Morten Hansen**, managing director, IDG Norway*

From bubbles to bio-IT

The summer after graduating from college, I was employed at the Columbia cyclotron laboratory as a bubble chamber photograph analyst. This is not quite as peculiar as it sounds. For one thing, I was about to begin graduate school at Columbia in physics. Also, I was commuting from my parents' home in Irvington, N.J. to the lab in Irvington, N.Y., which I thought was a great example of symmetry in nature. Anyway, the job involved measuring the curvature of tracks left by high-energy particles in the form of tiny bubbles in the near-critical liquid of the chamber. Not only was this quite tedious, but I also discovered that the typical research paper in high-energy physics had about 50 authors. Consequently, when I began my own research a few years later, I chose the much more solitary area of (low-energy) atomic physics. Does this not prove that all roads lead to a publishing career?

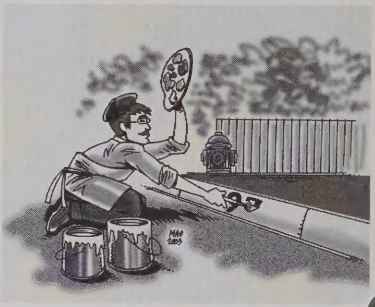
— ***Morris Levitt**, president & CEO, Bio·IT World, Inc.*

Well researched

I actually discovered my true calling early in my working life. I had tried a number of different vocations which, while giving me much needed spending money, were not long-term career options. While still in high school, I gift wrapped at a small department store, worked part-time for a professor at Brandeis University keypunching data on IBM cards about an archeological dig, and was a lifeguard at a small beach club, where, luckily for the members, I was never called upon to actually save anyone. But then a high school friend told me about a part-time position at a small company called IDC, where I helped research computer sites for IDC's international data file. In June of 1973 I interviewed for a full- time position as market research director for *Computerworld*. I knew that the company was growing quickly, and so I was very excited when I was hired for the position.

— ***Kathy Dinneen**, president, IDG Research Services*

Curb appeal



ANCIS MAO

During summer vacation from college, a buddy and I used to go to the wealthiest Chicago suburbs and paint people's house numbers on their curbs. Then, we'd leave a leaflet saying that we were college students working our way through school and while we charged nothing for this service, donations were gratefully accepted. Nearly everyone gave us five bucks (which in 1970 was a lot of money!) and some would even toss us a twenty. It was then I learned the virtues of an all-cash business.

— ***Jeff Edman**, president & CEO, PC World*

What a riot

My first job after graduation was installing an IBM PC system in a coal transport company in Calcutta. This was in 1983, and PCs were almost unknown in Calcutta. I had been in the company two days when I heard a tremendous amount of shouting outside the office. I went to the door and discovered a few hundred transport workers had shut the office down as they had heard about these PCs and were convinced they were going to lose their jobs as a result. This lead to a unique Indian institution called a "gherao" where staff were not allowed to leave the building unless the demands of these workers were met. I spent the night there with my PCs for company and a lot of extremely annoyed support staff who were convinced it was all my fault. It was finally sorted out the next day and the company could begin to do some basic accounts on their PCs, which had zero effect on all the fearful employees. I spent

July 21, 2003

Account Executive (BIO)

Bio-IT World, Inc. has an exciting opportunity for a talented and motivated sales professional to join a highly regarded, successful, fast-growing media organization now moving into it's third year. The Account Executive's main responsibility will be to close business and further support the successful efforts of the sales team on a variety of print and electronic products. In this position, you will be responsible for prospecting/cold-calling new clients and data collection for a variety of other established and new special media products. This is an inside sales position with direct quota responsibility. Demonstrated track record of closing business via phone/email along with client-care, collaborative, creative problem-solving skills are necessary. Clear understanding of the bio/medical/IT field, and 2-4 years inside/outside advertising sales experience are a must for this position which is based in our ***Framingham, MA*** headquarters office.

Contact: Email: jcjobs@idg.com

Human Resources Manager (GMG)

IDG Entertainment, publisher of GamePro magazine, the leading multiplatform gaming magazine and 2nd most popular male teen magazine in the America, and Code Vault magazine, has an exciting opportunity for a Human Resources Manager. We are seeking a dynamic, seasoned HR manager to join our senior leadership team. This individual will be responsible for managing the HR function for our business unit. Responsibilities include all aspects of recruitment, training and development, employee relations, compensation analysis/planning, organizational development, and legal compliance. He/she will work closely with the business unit leadership to develop and implement a strategic plan for HR. The ideal candidate must have 5 - 7 years of HR generalist experience and a BA degree or equivalent, as well as excellent judgment, interpersonal, problem resolution, negotiation and written/verbal communication skills. Working knowledge of MS Office is required and People Soft experience is a plus. The ability to effectively perform in a fast-paced, changing environment is a must.

Location: Oakland CA

Contact: K. Shackelford, Fax: 510-768-2701, Phone: 510-768-2700, Email: jobs@gamepro.com

Research Analyst, Workstations and High Performance Computing (IDC)

The Workstations and High Performance Computing industry is a dynamic marketplace where tomorrow's technologies take form today. IDC is seeking a Research Analyst to join a team that provides in-depth coverage and insight into these markets from a vendor, technology and competitive standpoint. Please see the career section of idc.com for a full description. **Location: Framingham – MA**

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Executive Assistant to the CEO, IDG

In addition to traditional senior-level secretarial responsibilities, the Executive Assistant will manage the flow of correspondence, calendars, events, travel, and communications to the high standards of coverage and service expected in this position. He/she should be sufficiently knowledgeable about IDG's structure, personnel, values, procedures, and financial reporting systems to help set priorities for the CEO's attention and act on his behalf as needed. The EA will be expected to have a general business background which allows him/her to field inquiries, monitor email, and analyze business developments to organize and assist in managing exceptions. Exceptional communications skills, polish and poise, international travel expertise, and the ability to motivate and persuade to achieve results are required. Familiarity with web browser, spreadsheet and word processing software required; dictation experience and fluency in a major language other than English strongly preferred. If you are very well-organized, set uncompromising personal standards for quality and service, and are willing to dedicate yourself to a complex, interesting and rewarding job, please send your resume to **idgcorpjobs@idg.com**

Location: San Francisco – CA

Contact: Email: idgcorpjobs@idg.com

VP, Marketing (IFW)

InfoWorld Media Group is looking for a seasoned VP of Marketing with a minimum of ten years of professional experience. Job responsibilities include refining and executing brand messaging by working with editorial and sales leadership; developing strategy and overseeing execution of all sales-related tools including core presentations, competitive analyses, collateral and sales programs; developing and leading research efforts for both customers and InfoWorld; overseeing and coordinating custom content and event creation and working closely with all departments to leverage InfoWorld strengths in creating new sales products and a competitive advantage. Candidates should have 5-7 years experience in technology marketing, publishing or advertising; a high level of energy and self-motivation; a keen understanding of syndicated research (Intelliquest and/or MRI) and controlled circulation; excellent writing and presentation skills and a background of proven team leadership.

Location: San Francisco – CA

Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

(cont.)

Online Regional Sales Manager (IFW)

As a key driver of InfoWorld's online revenue growth, the Online Regional Sales Manager is responsible for managing all East Coast accounts and growing a base of customers within the eastern region. The Online Regional Sales Manager, working with the Eastern Ad Director, will coach and develop the Sales Team on selling InfoWorld's suite of Online Sales products and services. The Online Regional Sales Manager will collaborate with both the InfoWorld and IDG Communications sales teams to build strong and nurturing long-term relationships with all east coast IDG clients and agencies. Qualified candidates must be equipped to accurately forecast business in the region. Additionally, the Online Sales Manager will have a technology background, a minimum of 5+ years sales experience, and 2 years online sales experience. Trade media sales is preferred but not necessary.
Location: East Coast
Contact: D. Colford, Email: david_colford@infoworld.com

Regional Sales Manager (IFW)

InfoWorld Media Group seeks a highly motivated sales professional to create a strong presence in the Northwest market. Core responsibilities include creating and developing new accounts as well as growing existing accounts. Candidates should have a keen understanding of the technology sector and at least 4 years of experience selling in the tech space. The winning candidate will be a highly effective communicator and negotiator with a proven track record of customer-oriented selling success and a great reputation with advertising decision-makers.
Location: San Francisco – CA
Contact: Job Opportunities, Email: jobopps@idg.com

Business Services Administrator/Receptionist (NWW)

Network World is seeking two part-time Business Services Administrators/Receptionists. This role serves as the primary point of contact to our customers, both in person and on the phone. Responsibilities include answering and directing incoming calls from our switchboard, scheduling conference rooms, and providing administrative support to several departments within NWI. The ideal candidate must be able to handle multiple projects, have strong organizational, communication, and customer service skills. A familiarity with Microsoft Office products essential. ***Location: Southborough - MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Group Show Director (WEC)

IDG World Expo has an exciting opportunity for a seasoned event professional to manage all aspects of several of IDG's event brands. The Group Show Director will oversee sales, marketing, and conference development, and will be responsible for setting a management tone that ensures high-quality content delivery and exceptional service to attendees and sponsors. This position has P&L responsibility for assigned events and is chartered with the creation of an annualized strategic positioning plan for each brand as well as the identification and recommendation of brand extension opportunities and new event ideas. The Group Director will maintain all external and industry relationships including key clients, user groups, government agencies, and trade associations. Successful candidates will have significant trade event experience with functional expertise in one or more areas of show management including exhibit sales, marketing, conference development, contract negotiations, proposal development, financial management, budget development, as well as client and vendor relations. This position reports directly to the President of IDG World Expo. Candidates should have significant experience in the events business, proven management and business development skills, and the ability to promote growth and development in a fast-paced business.
Location: Framingham – MA
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Web Services Manager (WEC)

IDG World Expo has an excellent opportunity for a Web Services Manager to maintain "show specific" web sites. Specific duties will include acting as key liaison between WEC and web vendors, training of WEC staff on new tools (HTML) and enhancements to iConvention product, as well as personally staying abreast of latest technology. Other responsibilities include launching each web site event in a timely manner in conjunction with the marketing program, reviewing and negotiating vendor contracts, and maintaining a sub committee of WEC staff as part of roll-out of new technologies and programs. The position will format updates, create the content of HTML pages according to specs, and ensure that a consistent corporate "look and feel" is communicated through the site. This position may occasionally write and edit content if needed and may be required to perform duties on an on-call basis to ensure functionality of the sites . Candidates must exhibit creativity, leadership, attention to detail and the ability to manage/coordinate/supervise multiple projects in a fast-paced, deadline-oriented environment.
Location: Framingham – MA
Contact: Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

I was named after the inventor of the miner's lamp, Sir Humphrey Davy. I give thanks every day that I wasn't actually named Humphrey because, in Australia, 'Humphrey' is the star of a children's TV show; a mute bear with a hat and no pants.

— **Davy Adams**, *associate publisher, IDG Australia*

Twenty years ago I was an undercover narcotics police officer. We worked the entire state of Colorado. My partner back then is now the mayor of Fort Collins, Colorado.

— **Bob Sawdon**, *South Central regional sales director, CXO Media*

I got my nickname (Dr. Zombie) by not sleeping for three days straight in college. It seemed like a good idea at the time. My friends and I were those idiots who never studied and always goofed around the dorm all night, playing foosball, eating pizza, and playing pranks. We were trying to see who could go the longest without sleep; the winner went almost four days, but I remember he slept for nearly the whole weekend afterward.

— **Francis Mao**, *SVP of editorial and creative services, IDG Games Media*

I got my private pilot's license at age 51 and, with my husband, co-own a four-seat plane.

— **Denny Arar**, *senior editor, news, PC World*

continued on page 6

the next several months programming simple routines in BASIC and trying to get some useful things going but was always regarded with deep suspicion by all the employees until I finally left for business school.

— **Ajay Chowdhury**, *managing general partner, IDG Ventures Europe*

Up on the roof

FRANCIS MAO

My earliest attempts at launching a career were many, varied and uniformly short. Six weeks weeding a seed bed outside 'Bees Seeds' in Chester, including a near fatal encounter with a rototiller. Firing clay pigeon traps at the local Sunday shoot. Short order chef at "The Great American Disaster." Bicycle courier in London. Social security officer in London. One-and-a-half hours of employment at Wimpy, now Burger King, in North London. Two weeks as a "roofer's mate" clambering over the rooftops of London taking off old roofs and getting covered in Victorian soot, which, when working in the summer sun, sticks to sweat on your skin and leaves you looking like a coal miner. Thank goodness I finally discovered the wonderful world of publishing, a much safer — and cleaner — line of work.

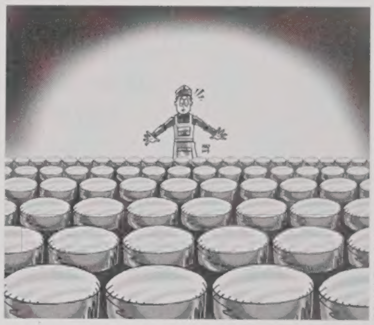
— **Guy Eaton**, *publisher, Macworld U.K. and Digit U.K.*

Stars in his eyes

Having grown up overseas, my very first job was when I returned to the U.K. aged 17 in 1979 and needed to raise some extra cash for my forthcoming university course. A quick chat with my grandmother's neighbor landed me a job as a 'runner' at BBC's TV center in West London. Before I knew it I was spending most days chatting with the big pop stars of the day in the BBC makeup rooms. My tasks were to fetch refreshments and be a general dogsbody. I spent time talking with the likes of Annie Lennox, Chrissie Hynde, The Specials, Madness (several times), Cliff Richard and Johnny Mathis — all huge stars at the time. Strangest request was to go and find £10 worth of 10p pieces so that Roy Wood (ex-ELO and The Move) could spend his time before going on the Top of the Pops stage playing Space Invaders. The job paid about £60 a week but after doing it a few more times during breaks from university, I took a holiday job as a mortuary attendant at my local hospital because the pay was so much better. So, from the Eurythmics to The Grateful Dead in one fell swoop!

— **David Fernando**, *publisher, PC Advisor*

Say cheese!



FRANCIS MAO

Back in 1985, I was 16, had just finished my high school exams and had to fill the free days before starting college. From 8 a.m. to 2 p.m. I worked at a cheese factory near where I was living. My job description was fairly straightforward: cheese turner. It sounds simple because it is simple. As cheese ages, it needs to be flipped over every two days. With 16,000 square meters of warehouse, there was a lot of flipping to be done!

— **Raimon Gort**, *managing director IDG Netherlands*

Take a chance on me

I remember how surprised I was to discover that someone would give me real cash in exchange for ad space in a monthly school magazine. I was 13 and the publication was *The Chance*. The store owners who were located near the school were duly harassed until they gave in to our arguments. Our offer was irresistible: "Just book an ad and give us some money — now — and we will make sure that your message is read by all the guys in school so they will continue spending their weekly allowances on your records, candies and even cigarettes."

— **Bengt Marnfeldt**, *general manager, IDG Sweden*

All in the name of Suzuki

For my first summer of work, my ambition, much against the wishes of my parents, was to earn enough to buy a motorbike. My initial job was as a barman in a dubious club in East Belfast, an institution that turned out to be under the control of the local para-military. After a couple of days in a role that called for collecting guns at the door, I quickly moved on to picking potatoes, working in a cheese processing factory and then shift work in a factory making bearings for automobile crankshafts and finally in a pizza restaurant where the pizza-making

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Who knew

continued from page 5

I have one *very* spooky 'I Love Lucy' fixation. I can quote scenes from any episode. I also know all the lyrics to the 'I Love Lucy' theme (yes, there are lyrics) [see below].

— ***Alec Wagner**, deputy managing editor, InfoWorld*

Sister Mary Agnes picked me up by my bangs in first grade and pinned my little head to the blackboard for — what else? — talking in class. I still have the cowlick hidden under my now-grown-up bangs to show for it. And the weird thing is my favorite bird is still the penguin.

— ***Maryfran Johnson**, editor-in-chief, Computerworld*

I go on adventure vacations. Last year I flew into the Arctic Circle, camped out in minus-20 degrees and mushed a dog team in the Alaskan arctic. I went alone with one guide. I will be 65 years old in August and have seven grandchildren and will have worked for *PC World* for 19 years next month.

— ***Judy Sutter**, senior account manager, PC World*

I had dinner at Legal Sea Foods in Boston with [actor] Tom Selleck and [author] Tom Clancy. I ended up in the *Boston Herald* gossip column as an 'unidentified male.' The line in the column the next day was 'A new movie in the works? Tom Selleck and Tom Clancy were seen dining together at Legal Sea Foods with an unidentified male and female.' (Both Toms sit on the board of a charity called The Kyle Foundation that was set up to build a computer network for terminally ill children in their hospital beds. The "unidentified female" was the executive director of the charity who I gave free passes to Macworld Expo to so they could talk to the exhibitors/vendors about donating computers and services for this network. As a "thank you" she invited me to dinner with her and "a couple of board members." Only when I got there did I find out who the board members were.)

— ***Rob Scheschareg**, VP/ Sales, Marketing & Product Development, IDG World Expo*

I won a Shirley Temple look-a-like contest when I was three.

— ***Lyndsey Pomella**, director, IDG Travel Services*

I went to a private British school in Benghazi, Libya, for six years.

— ***Shabnam Sigman**, copy editor, Bio•IT World*

I once was nearly trampled by a herd of elephants in the Okovango Delta, Botswana. We'd camped on a small piece of land in the delta, near a big watering hole full of crocodiles and hippos. A family of elephants came in to bathe, and some people on our tour wanted to get better photos so they got closer. Then the elephants smelled them; they came out of the hole and began to pick up speed as they came our way, knocking down trees as they went. In the end, the elephants decided to pass by us — within just a few feet of us. Even our guides were scared.

— ***Brooke Selby**, director of public relations, IDG World Expo*

I was a high school guidance counselor before I came to IDG.

— ***Donna Pomponi**, regional sales manager, Network World*

My photograph is part of a photoportrait collection that has been at the DeCordova Museum in Lincoln, Mass. The collection, called 'No Hair Day,' focuses on women fighting cancer and was made into a TV documentary shown on PBS across the U.S.

— ***Libby Levinson**, office services manager, IDG World Expo*

In order to make money to travel around Southeast Asia, I lived in Guam, working at a resort as lifeguard, teaching windsurfing and scuba diving.

— ***Sean Murphy**, West Coast account manager, PC World*

I have a disturbingly large guitar collection —eight — and I'm planning to build a ninth. And my wife has three bass guitars.

— ***Dan Amrich**, senior editor, IDG Entertainment*

I am an ice skating instructor. I have been coaching since 1969 at many of the area rinks in Eastern Massachusetts. I coach children to adults. I had an adult skating team in the mid 1990s that medaled in National competitions. I am also currently the skating director for the Park and Recreation department for the town of Framingham.

— ***Albie Minkovitz**, senior research associate, IDG Research Services Group*

I held the California Junior Miss title.

— ***Karen Wilde**, regional sales manager, Network World*

I met Jacqueline Kennedy Onassis on the island of Santorini, Greece, when she came, via yacht, with her children and Pierre Salinger to see a 3,500-year-old fresco excavated from volcanic tephra at Akrotiri. (I was a student volunteer at the dig.)

— ***Catherine Varmazis**, Web editor, Bio•IT World*

I can recite Lewis Carroll's 'Jabberwocky' from memory.

— ***Laura Blackwell**, editorial coordinator, PC World*

I'm a lay minister at First Church Cambridge (Mass.)-Congregational, an affiliate of the United Church of Christ. I lead our Sunday afternoon service, which is focused on gospel and jazz music (I'm not musical; we have musicians who handle that part) and a Tuesday night Silent Prayer.

— ***Nancy Weil**, news editor, IDG News Service*

I used to be a glass artist and had glass studio in the White Mountains of New Hampshire.

— ***Donna Bachle**, executive assistant to the CEO, IDG Corporate Support Center*

A line from a greeting card I did for a friend is being used by American Greetings for a card in their Intuitions series.

— ***Barbie Cordero**, regional marketing and events manager, IDC Latin America*

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* I Love Lucy theme song lyrics:

I love Lucy, and she loves me
We're as happy as two can be
Sometimes we quarrel and then...
...How we love making up again.

Lucy kisses like no one can
She's my missus and I'm her man
And life is heaven you see...
...For I love Lucy, yes I love Lucy
and Lucy — loves meeeeee!

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17

Wally Clegg *PC World*

16

Karin Reitberger *IDG Germany*
Kathleen Demko *Computerworld*
Faith Marcello *CXO Media*

15

Abbie Lundberg *CXO Media*
Tammy O'Sullivan *PC World*
Judy Callahan *IDG*
Lyn See *IDG Australia*

13

Carin Ståhl *IDG Sweden*

12

Bridget Cammarata *CXO Media*
Chris Keall *IDG New Zealand*
Kenneth Bäckström *IDG Sweden*

11

Naoko Kanda *IDG Japan*

10

Quan Zhou *IDG Asia*

9

Francine Gay *Computerworld*

8

Mindy Blodgett *CXO Media*
Lorraine Rivell *IDG*
Mary Cook *IT World Canada*
Catherine Kearns *IDG Global Solutions*

7

Kitty Fok *IDC Hong Kong*
Andy Burrell *CXO Media*
Jim Burgoyne *CXO Media*
Laurel Heske *IDC*
Morris Effron *IDG International Publishing Services*
Choong Chau Sim *Computerworld Malaysia*
Rebecka Simon *IDG Sweden*

6

Kathleen Kotwica *CXO Media*
Aaron Gao *IDC*
Natalie Vercauteren *IDG World Expo*
Kevin Burt *IDG Communications*

5

Kaajal Asher *CXO Media*
Daintry Duffy *CXO Media*
Kate Coldwell *PC World*
Dawn Chaisson *IDC*
Meredith Whalen *IDC*
Betty Kapsalis *IDC*
Linda Kelly *IDC*
Ron Glaz *IDC*
Liz Miller *PC Advisor*
Elias Plastiras *IDG Australia*

4

Alex Krasne *PC World*
Sheila Morales *PC World*
Barbara Cordero *IDC*
Bianca Bruhn *IDC*
Barbara Duphily *IDG*
Paul Capone *IDG List Services*
Cindy Steinman *IT World Canada*
Hideyuki Mori *IDG Japan*

3

Thomas Raschke *IDC Nordic/Denmark*
Ray Gagnon *Computerworld*
Brenda Garza *CXO Media*
Sarah Johnson *CXO Media*
Alison Bass *CXO Media*
Jon Surmacz *CXO Media*
Graham White *CXO Media*
Lisa Stevenson *CXO Media*
Ed Prewitt *CXO Media*
Doug Detlefsen *Mac Publishing*
Sue Voelkel *Mac Publishing*
Amy Bibace-Smith *IDC*
Amy Maldonado *IDC*
Aaron McPherson *IDC*
Jessica Goepfert *IDC*
Anna Toncheva *IDC*
Marc Pramuk *IDC*
Lai Ping Ho *IDG New Zealand*
Maud Gobron *IDG Global Solutions*
Olivier Thorin *IDG France*
Mark Brown *PC Advisor*
Greg Enright *IT World Canada*
Mikael Söderlind *IDG Sweden*
Jonnie Wistrand *IDG Sweden*
Johanna Lundberg *IDG Sweden*
Anna Birath *IDG Sweden*
Aislinn Connelly *IDG Australia*
Elizabeth Miller *IDG Australia*
Ben Warwick *IDG Australia*
Leigh Henry *IDG Australia*

2

Shen Lin *IDC China*
Peter Oh *IDC Korea*
Cheryl Dudek *Computerworld*
Robert Gomez *InfoWorld*
Laura Blackwell *PC World*
Tan Hock Seng *Computerworld Malaysia*
Patrick Ryan *IT World Canada*
Katy Burke *IDC U.K.*

1

Bob Bragdon *CXO Media*
Amy Greenleaf *CXO Media*
Holly Drawbaugh *PC World*
Justin Hunter *PC World*
David Linsalata *IDC*
Amy Dumas *IDC*
Caroline Luciano *IDC*
Rica Dray *IDC*
Robert English *IDG World Expo*
Julie Earl *IDG New Zealand*
Paula Parkes *IDG New Zealand*
Natsumi Tsukamoto *IDG Japan*
Ryan Shaw *IDG Australia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Employees past and present salute Kathy Dinneen's 30-year tenure

Nearly 100 IDGers, past and present, were on hand last month for a surprise celebration honoring IDG Research Services President **Kathy Dinneen**'s 30 years of service to the company.

Employees from more than 15 U.S. business units joined Research Services staff at a Framingham, Mass., restaurant for dinner and some good-natured ribbing focused on Dinneen's three-decade tenure.

The IDG Research staff created a video photo album commemorating Dinneen's career, set to the tune of Tim McGraw's "My Next 30 Years."

While her "official" start date is June 25, 1973, Dinneen actually joined IDG more than 30 years ago, working part-time as a research assistant at IDC after high school. Prior to founding IDG Research Services in 1987, Dinneen served as market research director at *Computerworld* and later as VP/Research for what was then known as the IDG MarComm group.

Dinneen's longevity appears to be contagious: the average tenure of an IDG Research Services employee (not including Dinneen) is 11 years, ranging from almost 17 years to just under six years, and over half have had their 10-year anniversary dinners with IDG Chairman **Pat McGovern**. (The average IDG employee has worked at the company for six years.)

NANCY KORAL

Kathy Dinneen** and **Pat McGovern

IDG Research Services is a full-service research firm dedicated to providing media and market research services to IDG business units and their clients. During her tenure, Dinneen has provided research services for every IDG business unit in the U.S.

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skills I acquired still result in Saturday night dinner for my kids. After an exhausting summer, the goal of a Suzuki T-500 was attained.

— ***Colin Crawford****, VP, Business Development & Operations, IDG*

A training experience, bar none

In 1966, at the age of 11, I finally landed the job I had been chasing for over three years — I became a newspaper delivery boy for *The News Tribune*, out of Woodbridge, N.J. My training consisted of a 45-minute session with the district manager in a local bar. He had three beers and a couple of shots, I had one orange soda. I was then immediately launched into my responsibilities, including daily newspaper delivery to up to 100 customers, weekly collection rounds and occasional new business prospecting. I was thrilled to have a job that had it all: great money (almost $15/week), incentives (prizes and trips for getting new subscribers), and the prestige of being in the publishing business (even though my friends didn't see it that way).

— ***Don Best****, senior VP of worldwide sales, IDC*

No guts, no glory

In the summer before college I moved out of London and lived on an old unused mink farm in deepest Norfolk. The only prospect of earning any decent money was at the local chicken factory. Being a student and from the city meant that you didn't exactly get to the top of the list for the best jobs. So the only opening was as a cleaner of the chicken de-feathering and gutting machines. The job was at night and involved a six-mile cycle to the factory. It was not a very pleasant job but after a few weeks I got 'promoted' to working in the freezer store room, loading heavy boxes of frozen chickens all night long through a hatch door on to the big lorries — all at minus 5 degrees... but a promotion is a promotion and I thought I had really made it!

— ***Kit Gould****, managing general partner, IDG Ventures Europe*

Investor relations

In 1975, my job was to escort Japanese investors to Saipan Island, site of the newly opened Saipan International Airport and a prime potential spot for resort development. I took investors to meetings with Saipan government officials. However the most important part of the job was to entertain those investors at golf, cruising, fishing and diving outings.

— ***Setsuro Tamai****, President & CEO, IDG Japan*

Every keystroke counts

FRANCIS MAO

I held several jobs while in high school. Typing 90 words per minute on an IBM selectric typewriter was a skill that fetched top dollar in the 70s — $3.50 an hour to be exact. Unfortunately, I was fired from that job when I skipped one line in a 70-page insurance manual that freaked out one OCR machine. Then I spent some quality time as a meat packer for a supermarket but lost that job being extra conscientious. I noticed some shellfish packed in containers with holes in them so I thought they should be repacked thus killing several hundred dollars worth of shellfish, which sent me packing as well. In college, I spent one summer security stripping and typing Dewey Decimal numbers on the sides of books in a library. All of these fun work experiences convinced me of the necessity of staying in college and developing a career.

— ***Evilee Thibeault****, CEO & publisher, Network World Inc.*

Kitchen duty

When my unemployment ran out after I left the Navy I had to change my status from struggling (and unpublished) author to productive member of society. I got a job toasting hamburger buns in the cafeteria of what is now Brigham's and Womans hospital. Although some of my college classmates went through the line as interns or residents, only one ever recognized me. Within two days I was made night cafeteria supervisor — I had been getting those hamburger buns a most exceptional shade of golden brown. Then the bosses discovered that I had been in charge of food service for my submarine in the Navy and decided to put me in charge of the hospital kitchen. This was a huge promotion, but at the same time the kitchen was a rough place. The lead cook packed a .38 revolver and the pot washers (called pot-wallopers) were recovering alcoholics recruited from halfway houses who frequently fell off the wagon. The whole place was underground and dark. The day I accidentally locked myself in the meat freezer while conducting an inventory, I decided to call it quits. I needed a more genteel occupation. From start to finish I worked for the hospital for 19 days.

— ***John Gantz****, chief research officer and SVP, IDC*

and finally.

Thank you, one and all

IDG employees from around the world and at all levels of the company contributed to this issue in so many ways — sending anecdotes, chasing down photos, creating artwork and answering questions on deadline. The editors of *IDG World Update* greatly appreciate everyone's help and hope readers everywhere enjoy this issue.

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG plans to expand activities in Vietnam

VIỆT NAM
DIỄN ĐÀN

IDG Chairman ***Pat McGovern*** *and government officials usher in the eighth Vietnamese Computerworld Expo, the country's largest IT event. Also on hand at the ribbon cutting were IDG Asia/China President* ***Hugo Shong*** *(far left) and Lore McGovern (third from left).*

IDG Chairman **Pat McGovern**'s fourth trip to Vietnam last month featured a stop at Vietnam Computerworld Expo 2003, the country's largest IT show, and an announcement that IDG has established a wholly owned subsidiary to expand publishing, market research and seminar/event activities in the country.

IDG has had a presence in Vietnam for more than 10 years, joining with the Ho Chi Minh City Committee for Science & Technology to license and launch *PC World Vietnam* in 1992. IDG and the Vietnam Chamber of Commerce & Industry collaborated on the first Vietnam Computerworld Expo in 1996, and two years later IDG opened a representative office in the country to further expand operations.

Tam Le, who has served as IDG's chief representative in Vietnam since March 2000, has been named managing director of the newly constituted subsidiary, IDG Vietnam Co. Ltd. (*PC World Vietnam* will continue to be published as a separate licensee operation at a different location.)

continued on page 2

Report offers insight on growing, high-stakes games market

Video gaming executives put their cards — and their opinions — on the table in the 11th annual gaming industry white paper from IDG Entertainment. Released in late June, "High Stakes in Interactive Entertainment" draws on the knowledge and foresight of nearly 50 of the gaming industry's leaders, from game publishers and developers to retailers and analysts.

PS2
PC
WELCOME
TO Interactive Entertainment
HIGH STAKES
2003
2003 INDUSTRY WHITE PAPER
HIGH STAKES IN
INTERACTIVE ENTERTAINMENT
IDG
GAMEPRO

In interviews conducted over three months by IDG Entertainment President and CEO **John Rousseau**, Editor-in-chief **Wes Nihei** and Senior VP of Editorial and Creative Services **Francis Mao**, gaming industry executives were asked about the current state and future of the electronic entertainment industry. They also provided their insights into the challenges faced by the three leading console systems — Microsoft's Xbox, Nintendo's GameCube, and Sony's PlayStation2 — as well as handheld and PC-based systems, all of which are fighting for limited retail shelf space.

"IDG Entertainment's staff lives and breathes interactive entertainment. As a result, they bring unmatched experience and perspective to the reporting process," Rousseau said. "The *2003 Industry White Paper* is the most comprehensive and enlightening report in its 11-year history; if there ever was a must-have edition, this is it."

Despite the struggling economy, the $10.3 billion U.S. gaming industry saw a 10% year-over-year growth, and its revenues have surpassed those of the movie industry, according to research company The NPD Group. That said, the white paper

continued on page 5

Survey uncovers industry winners, losers

Participants in IDG Entertainment's *2003 Industry White Paper* voted anonymously for their peers in the following categories:

Company with the best performance in 2002 Electronic Arts

Best console game in 2002 Take 2 Interactive's Grand Theft Auto: Vice City

Best PC game in 2002 Electronic Arts' Warcraft II

Best online game in 2002 Sony's SOCOM: U.S. Navy SEALs

Most difficult dealer to work with Wal-Mart

Vietnam market facts

Installed base of PCs in 2002 224,295 units

Value of installed PC base US$227.7 million

Telecom revenue in Vietnam US$1.255 billion

Number of IT vendor companies in Vietnam 820 (local and international)

Population of Vietnam: 80.4 million

Literacy rate: 91%

Leading IT brands: Intel, IBM

Publishing lineup

PC World Vietnam

- Launched 1992
- Paid circulation: 53,000
- Annual revenue growth: 25%.

CIO*

- Launched 2001
- Circulation: 15,000
- Annual revenue growth: 30%

GamePro

- To be launched late 2003
- Target circulation 30,000 to 40,000

**PCW Vietnam is waiting for government approval for separate licenses for CIO and GamePro; in the meantime the CIO edition is called Volume B of PCW Vietnam and has the same cover as PCW, with "computer management" in Vietnamese on the cover.*

Vietnam

continued from page 5

*IDG Chairman **Pat McGovern** and IDG Vietnam Managing Director **Tam Le** (at right) escort a VIP group through Vietnam CW Expo.*

Tam has a staff of five working on World Expo business and two focused on soon-to-be-expanded IDC research, with temporary staff added as needed.

Recently Tam's subsidiary negotiated an agreement with the Saigon Times Group, one of Vietnam's largest publishing companies, specifying that Saigon Times will launch *Computerworld* as a biweekly newspaper later this year. McGovern toured the offices of the licensee and signed a memorandum of understanding during his visit.

McGovern spoke about worldwide IT market trends and IT spending forecasts during his keynote address at the Vietnam Computerworld Expo. Vietnam is well-positioned to be the fastest-growing significant national market for IT over the next few years, with annual growth rates of 25% to 27% over the next seven years, he said. More than 132,000 people attended the expo, up 18% from last year. The number of exhibitors also grew from 130 to 167, thanks in part to many first-time exhibitors from Japan including Sony, Canon, NEC, FujiFilm and Olympus. *PC World Vietnam* served as the Expo's publication sponsor.

In addition to Vietnam Computerworld Expo, IDG is affiliated with four other expos and conference: Banking Vietnam, ComNet Vietnam, Vietnam ICT in Education and E-Government Symposium. Tam expects the number of events will grow to 12 by 2010 and include topics such as computer storage, computer security and bio-tech.

EXPRESS
TIN NHANH VIET NAM
tuổi trẻ

During his visit McGovern gave a 90-minute interview with VnExpress, the country's largest online information service. More than 400 questions were submitted in advance, and McGovern answered the questions online with the help of fast-typing translators.

McGovern's visit included numerous meetings with the press and government officials to underscore IDG's long-term commitment to the rapidly growing Vietnamese IT economy. He said IDG would evaluate the opportunity for high-tech venture capital investments. IDG Vietnam would initiate one or two test investments, and if successful IDG may set up a venture capital partnership in Vietnam — similar to the IDG Ventures models in China, Europe and the U.S. — staffed by a team of general partners experienced in deal analysis, investment and company mentoring and development.

"Vietnam's government has committed to making the IT field the fastest-growing part of its economy," McGovern said. "They are investing substantial amounts to expand IT education and to create investment incentives, training facilities and offices/labs to accomplish their goal. This creates an excellent opportunity for IDG as an information provider, researcher, event creator and investor to benefit from their market expansion. Tam Le and his team are doing an excellent job, and they are focused on making IDG Vietnam one of the fastest-growing and most successful IDG companies worldwide."

For more information contact Tam Le at tam_le@idgvietnam.com. **WU**

Photos wanted for the 2004 IDG calendar

It's time for the 20th annual IDG Employee Photo Calendar contest! First, second and third prize winners will receive $250, $150 and $100, respectively. Here's how it works:

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos taken with a digital camera must be printed on photographic-quality paper. No panoramic-width photos can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. Be sure to include a title for your photo. Please do not write directly on the back of the photos.
- Entries must be received no later than Sept. 12. Please send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. **Please note: Photos will not be returned.**
- Questions may be sent to world_update@idg.com. Full contest rules are in the Announcements section of IDG World Update Online (www.idgworldupdate.com).

one on one *the interview*

Crawford Del Prete
IDC's senior vice president, Communications and Hardware Research, is this week's guest columnist. He may be reached at cdelprete@idc.com.

> *I often joke with my team that every year God looks down and creates 100 new services and software companies, and in exchange takes three to four large hardware and communications companies away.*

Q What product areas comprise Communications and Hardware Research?

A At IDC, the Hardware group researches all aspects of each product segment, from individual components through manufacturing, finished product, and even through distribution channels in which the products are sold. Communications covers both the network equipment markets and the telecommunications services (both data and voice) sectors.

Q How large is your research area and how fast is it growing?

A We are IDC's largest research group with over 300 analysts worldwide. We represent more than 60 unique products in the U.S. alone. Year to date we have grown profits for the group about 5% over the same time last year.

Q What is the outlook for the hardware and communications sectors?

A Well, we are talking about some very, very tough segments here. I often joke with my team that every year God looks down and creates 100 new services and software companies and in exchange takes three to four large hardware and communications companies away. Last year there was tremendous consolidation in the communications space, and of course there was the HP/Compaq merger, the single largest merger in the history of the IT space. As for an outlook, we are forecasting 5.3% compound annual growth rate (CAGR) '02-'07 for hardware (including network equipment) and 5.5% CAGR '02-'07 for the telecommunications services space.

Q During your presentation at IDC Directions 2003 you cited four areas that will drive the IT market in the future: utility computing, web services, mobility and wireless, and the home. Can you describe the impact of each?

A Each of these areas will be increasingly important in the years to come. Utility computing, while very much a buzzword today, will ultimately translate into IT customers having more control over the IT resources they have, and what they need to add. In a few years, customers will have the ability to purchase and add additional computing applications (or simply their functionality) and capacity with far less disruption than today. This could take the form of simply adding a new capability to an enterprise, for example adding to a sales support capability. Where historically adding new functionality meant adding servers, storage and application development, through a more utility-like model a customer could "switch on" the processing and storage capacity already on site and work with an outside supplier for a modular application. Or, they could choose to not add any IT capacity at all within their enterprise and simply purchase access to the needed functionality and system capacity.

Web services will be a key underpinning of next-generation IT functionality including utility computing. Web services enable application-to-application interoperation based on Internet standards. These are machine-to-machine services that will allow systems and applications to dynamically work together. While this sounds like a lot of jargon, if it can deliver on its promise Web services have the potential to vastly improve the value of IT. For example, if a customer has two databases that serve different departments, today they are likely in very different formats. If a customer wants the users from each department to be able to use both databases, the customer will have to make a sizable investment in programming costs to translate the databases and develop the appropriate access and reporting tools. The idea behind Web services is to take much of the pain out of this process, such that through industry standards a Web service could index the data in both databases and quickly make it available to the right individuals in a meaningful format and/or report. This is a very simple example; the idea is to take the cost and pain out of what is largely done by hand today.

Mobility and wireless technologies will be key drivers of IT as they improve. Over the last two-and-a-half years, we have seen WiFI (802.11) networks emerge from virtually nothing to the most popular consumer networking item. Even with all of the security concerns around the technology, companies like Linksys and Net Gear cannot make these products fast enough. In short, we believe the demand associated with these products speaks to the vast unmet need they fill — the ability to compute untethered. We are quickly seeing these networks being deployed in the enterprise, not so much yet for "productivity applications" such as e-mail and word processing but more for tracking and monitoring in factory and logistics applications. The next five years in the space will be a very exciting time where customers — both enterprise and consumer — develop all kinds of uses for this technology.

Which brings me to the final segment. The home market is experiencing another technology renaissance. Whether it be gaming, networking, home au-

continued on page 5

Management Excellence Program provides tools for continuous growth

Presentations, informal networking lead to new approaches to coaching, motivating and more

Leadership tips

CXO Media Group Publisher **Gary J. Beach** used each letter in the word "leader" to convey some thoughts about leadership.

Laugh often...and at yourself
Laud: heap it everywhere

Enthusiasm: will take you a long way
Example: lead by it

Alternatives: always have a Plan B
Access: give it and get it

Determination: some days just won't be easy
Democracy: your business isn't one

E-mail: use but don't abuse
Expectations: set them realistically high

Respect: you have to earn it
Remote: remember far-flung workers

Twenty-three managers stepped out of their day-to-day routines to enhance their leadership skills and reflect and plan for continuous growth for themselves and their teams at the fourth IDG Management Excellence Program, held June 23-25 in Dedham, Mass. Participants were nominated by leaders at their business units.

Several external consultants and IDG executives led the workshops, which focused on areas related to coaching, motivation, developing employee performance, talent building and retaining employees.

"The program was the most valuable training I have participated in since starting my career," said InfoWorld Advertising Director/East **David Colford**. "It's never easy to take three days out of your schedule for internal training or meetings, but when it directly and positively impacts the way you manage your people and yourself it's worth it. Plus, the peer-to-peer networking was fantastic. The real-world examples that were shared among the group gave context to the training we were receiving."

> *"The peer-to-peer networking was fantastic."*
> *- David Colford, advertising director/East, InfoWorld*

Participants explored the concept of "facilitative leaders": managers who create an environment that encourages employee participation and collaboration. Attendees also learned about approaches to giving feedback and discussed how coaching differs from managing. Managing focuses on telling, directing, authority, immediate needs and often one specific outcome, while coaching focuses on exploring, facilitating, long-term development and the potential for many outcomes.

The group went through a self-assessment exercise to better understand how to keep talented people motivated and in sync with the mission of an organization. Underlying this exercise is the manager's ability to appreciate the uniqueness of employees, assess their capabilities, anticipate the future of their industry, align business goals with employees' aspirations and accelerate learning opportunities for their employees.

In his talk on motivation, IDC SVP/Worldwide Sales **Don Best** emphasized the three principles behind "fair process": the open, transparent and flexible means of making decisions. Managers should engage employee in decisions that will affect them, explain the final decision so employees understand how, what and why, and define the expectations they have for employees.

Network World President **Evilee Thibeault** talked about essential leadership qualities using examples of famous people and executives that spanned centuries from Napoleon (a leader who was a dealer in hope) to hockey star Wayne Gretzky ("You miss 100% of the shots you don't take"). She also addressed leadership at IDG, reminding attendees about the importance of working within IDG's culture, which is embodied by the 10 corporate values, decentralization and an entrepreneurial spirit.

IDG CEO **Pat Kenealy** led a substantive Q&A session covering a variety of topics including the current and future status of the IT industry and tech publishing as well as his thoughts on the qualities of an effective manager.

At the end of the program, attendees reflected on what they'd learned and mapped out three management-related goals to reach in the next 30 days.

For more details contact IDG Training and Development Specialist **Laurie Parsons** (laurie_parsons@idg.com) or IDG Training and Development Coordinator **Sara Peterson** (sara_peterson@idg.com).

Management Excellence graduates (back row , l-r): ***John Pickett*** *(IT World Canada),* ***John Farrell*** *(IDC),* ***Alan Stafford*** *(PC World),* ***Patrick Hill*** *(IDC),* ***Doug Dineley*** *(InfoWorld),* ***David Colford*** *(InfoWorld),* ***Greg Morgan*** *(Network World),* ***John Jones*** *(IT World Canada),* ***Courtney Munroe*** *(IDC),* ***Ken Mingis*** *(Computerworld),* ***Joe Loiselle*** *(IDC). Middle (l-r):* ***Michele DeFilippo*** *(Computerworld),* ***Deb Walsh*** *(Bio-IT World),* ***Sue Yanovitch*** *(CXO Media),* ***Sonia Singh*** *(IT World Canada),* ***Lisa Fels Echavarria*** *(IDC),* ***Keith Therrien*** *(IDC),* ***Brian Clarke*** *(IDC),* ***Jim Sullivan*** *(IPS). Front (l-r):* ***Peggy Watt*** *(PCWorld),* ***Nancy Percival*** *(ITCareers),* ***Carolyn Medeiros*** *(Computerworld),* ***Ellen Julian*** *(IDC).*

August 4, 2003

Account Manager (BIO)
Bio-IT World has an exciting opportunity for a talented and motivated sales professional to join a highly regarded, successful and fast-growing media organization that is now in it's third year. The Account Manager's responsibilities will include selling electronic-based advertising, print advertising, buyer's guides and events as well as other products as they become established. The Account Manager will concentrate on technology companies that are focused on providing solutions to the healthcare and pharma industries. In this position, the Account Manager will be responsible for both developing new clients as well as supporting those customers as they become established clients. This is an inside sales position with direct quota responsibility. Ideal candidates will have a strong sales track record, demonstrated closing skills via face-to-face, phone and email communication with clients as well as collaborative selling, and creative problem-solving skills. Candidates must have 4-6 year of inside/outside advertising sales experience and an understanding of the bio/medical/IT field. In addition, this person must have excellent communication, organizational, presentation, and negotiation skills. This position is based our **Framingham** office with limited travel.
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Receptionist (CWI)
Computerworld is currently seeking a highly energetic, professional, flexible and service oriented individual for the receptionist desk. This individual will be responsible for meeting, greeting and directing all visitors, answering the phones, coordinating conference room scheduling, handling incoming and outgoing packages, issue security access cards and other light administrative duties. Acting as the first point of contact for Computerworld, this individual must have strong interpersonal skills, must be extremely professional, organized and have excellent communication skills. This position requires attention to detail, light computer skills and at least one year of business experience.
Location: Framingham – MA
Contact: Email: jobs@computerworld.com, Fax: 508-879-3760

Creative Director (IFW)
The Creative Director for InfoWorld is responsible for the overall look and graphic identity of the weekly print publication and the Web site. Reporting to the editor in chief, s/he will set the standards for, and have authority over, all commissioned artwork and layouts, as well as maintain the underlying design structure of the magazine and Web site, including photography, illustration, informational graphics and page layouts. S/he will manage the art department staff and workflow; create, reforecast and enforce art department budgets; conceptualize, design and execute covers; approve all sketches, finished artwork, and special projects; perform quality control for the design process; develop new graphic treatments and design solutions to accommodate changing editorial needs; source new contributors, freelancers and vendors; plan for staff development and succession; and serve as overall liaison with the editorial department. The ideal candidate will have an extensive background in magazine design (including 2+ years management experience), be comfortable with highly technical subject matter, and thrive in a highly creative, fast-paced environment. Strong skills in visual problem solving, illustration, and digital pre-press required. Candidates must have experience with online. Location: San Francisco – CA
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

(cont.)

Regional Sales Manager (ITC)
IT Careers has an exciting opportunity for a highly motivated and seasoned sales professional to join our team. This Regional Manager will be responsible for selling integrated recruitment advertising packages consisting of Print (within our EMG network of publications), Online and Recruitment Event Show Booths, as well as other products as they become established. Emphasis will be on generating revenue by developing new accounts, but this individual will be responsible for growing existing accounts and servicing recruitment ad agencies ensuring that IT Careers is top of mind. The candidate will be the part of a sales team working to set the territory strategy, therefore collaborative selling skills are critical. In addition, this person must have a solid understanding of the IT recruitment market, be an effective communicator and negotiator and have a proven record in sales. Minimum of 8+ years of recruitment print and online sales experience required. This position is located in Northern California and will be based in the candidate's home office. ***Location: San Francisco – CA***
Contact: Email: jcjobs@idg.com

Copy Editor (NEW)
The IDG News Service is seeking a copy editor with a great eye for detail and strong editing, grammar and proofreading skills based in our Boston or San Francisco bureau. Responsibilities include editing IT industry news and features under tight deadlines for our real-time online wire service; acquiring and republishing copy and graphics from throughout the IDG editorial community for our global news cooperative; and doing research as needed to update and expand a library of online information resources for editors. Additional responsibilities commensurate with the successful candidate's skills, experience and interests may include writing breaking news stories and taking charge of ancillary information resources. The ideal candidate has a journalism background, experience copy editing for a daily news publication using PC-based editing tools, and a firm grasp of AP style.
Location: Boston – MA or San Francisco – CA
Contact: E. Heichler, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Marketing Manager (WEC)
IDG World Expo is looking for a Marketing Manager to be responsible for developing, managing and implementing a marketing strategy resulting in increased attendance for fast-growing IT conference and tradeshow event. This individual will work closely with external and internal resources to create the most appropriate marketing tools and collateral for sales functions and show attendees including managing attendee and exhibitor promotion through print, broadcast, outdoor and on-line marketing efforts, coordinating public relations campaigns and trade group relationships. Budgetary responsibility and vendor management experience essential. Requires 3 - 5 years experience in marketing communications or technology event marketing. Minimal travel required.
Location: Framingham, MA
Contact: Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Internet game rooms catch on across Asia

"Internet game rooms" — cybercafes devoted to PC and console game — have become wildly popular in South Korea and across Asia, largely due to cramped living conditions. "In Asia, game rooms are the prominent gaming site for people," said Paul Sams, senior VP of business development, Blizzard Entertainment, in IDG Entertainment's *2003 Industry White Paper*. "They don't play in houses. Living spaces in North America are, on average, larger than they are in Asia. So there is more room in the homes to accommodate a large PC, whereas in Asia many homes are quite small, and the extra space that they have to accommodate such a large piece of equipment is limited."

U.S. teen market offers huge opportunities

In 1963 there were 18 million teenagers in the U.S. population. Today's 33 million U.S. 12- to 19-year-olds represent a market segment that's larger than the entire population of 193 countries. Northbrook, Ill.-based teen research firm Teenage Research Unlimited (TRU) estimates that 85% of teen income is discretionary, meaning teens can – and do – spend 85 cents of every dollar they have on impulse purchases. According to TRU, in 2002, U.S. teens spent $109 billion of their own money and another $61 billion of their parents'. (Even the attacks of Sept. 11, 2001, failed to slow their spending.) Teenage boys spend an average of $59 a week of their own money, while girls average $47.

White paper

continued from page 1

clearly reflects the industry's ever-increasing expenses and risks (including eight-figure development costs). Continued consolidation is imminent, and the divide between the industry 'haves and 'have-nots' is deepening, according to many in the industry.

Among the industry issues addressed in the 2003 report — which at 170 pages is the largest ever — are the following:

- The road ahead for online console gaming.
- The battle for limited retail shelf space among the PlayStation 2, Xbox, GameCube, Game Boy Advance SP, and PC systems.
- Prospects for continued consolidation of publishers and developers.
- The future of the handheld market with Sony's PlayStation Portable (PSP) and Nokia's N-Gage cell phone.
- The untapped gaming market in China.

According to IDG Entertainment Marketing Manager **Sherry Pedrin**, the report is read by "all players in the electronic entertainment industry," including game developers, publishers, executive management, product managers, industry analysts, venture capitalists, and more. Complimentary copies of the white paper are given to all participants and contributors of the report, as well as *GameStar*, *GamePro Germany*, IDG China, IDC and others.

Four research companies contributed to the white paper. The investment firm Gerard Klauer Mattison provided Wall Street's perspective on the industry; industry projections and data came from the previously mentioned NPD Group and DFC Intelligence; and male teen video gaming data and commentary on the power of the teen consumer market were provided by Teenage Research Unlimited. The report provides 30 tables and charts, including both installed-base data, forecasts on hardware and software sales, top video game genres, price point projections and European market data.

New to this year's report is a chapter on the Asian gaming market. **Rong Yin**, IDG China director of new business development, was among the interviewees for this chapter. "This chapter is a key addition to the *White Paper* based on the huge potential of the Chinese gaming market as well as the dramatic changes currently taking place in the Japanese gaming market," Pedrin said.

IDG Entertainment's white paper is an industry exclusive. "No one else produces anything like it," Pedrin noted. "The exclusivity of the report further reinforces IDG Entertainment's strength as the authoritative resource for gaming research." She said that each year, IDG Entertainment presents a white paper "road show" to key advertisers to share the findings and data. "Our advertisers appreciate this unique added value. Overall, the *Industry White Paper* is a great exercise in staying close to our customers and advertisers and educating the industry as a whole. Participants take pride in contributing to the report, and we always add in more participants each year."

The *2003 Industry White Paper* is available for purchase online for $249.95 at www.gamepro.com/whitepaper or by contacting Project Manager **Suzanne Lee** at slee@gamepro.com.

One on One

continued from page 3

tomation, or HDTV, the home is quickly becoming a place for cutting-edge technology to flourish. Take the example I just mentioned, WiFi networks. What happens when you combine the functionality of TiVo with a cable modem, a PC and a WiFi network? The customer gets a very different way to enjoy video content. In the very near future it will be common to see consumers capture live TV from cable and send it to multiple nodes on their PC home networks. This is totally legal and can allow a user to "send" single-use video to a PC for viewing later. For example, if you commute one hour each day on a train or bus, why not fill that idle time? Simply download your favorite show or the 4:00 a.m. news to your PC while you sleep and watch it while you ride the train. These are the kinds of applications that will emerge much sooner than people think. In fact all of the pieces are available today.

Q What types of skill sets are you looking for when you hire new analysts?

A We are looking for intelligent people who love to challenge conventional thinking. In my experience strong writing and presenting skills with a business and a technical background are very helpful.

Q How did you get into the research business?

A I came to IDG from the financial services industry in New York. It was the late 1980s and financial services was still in the doldrums from the crash of 1987. I had always been interested in technology (the first PC I used was a Commodore Pet), and IDC seemed like a great place to grow. Fifteen years later I have never looked back!

noteworthy people

Thompson

IDG WORLD UPDATE

Profer

Promotions

Network World's **Lisa Thompson** is now online traffic coordinator at NWFusion.com. Lisa originally joined Network World in March 1998 and most recently was business services administrator. In her new position, Lisa will be responsible for posting banners to NWFusion.com, producing co-branded e-mail blasts for customers and handle other traffic coordination duties to help support the online sales effort. "We are excited about Lisa's enthusiasm, dedication to Network World and her tenacity and know she will be a wonderful addition to the team," said **Alonna Doucette**, VP online development.

New employees

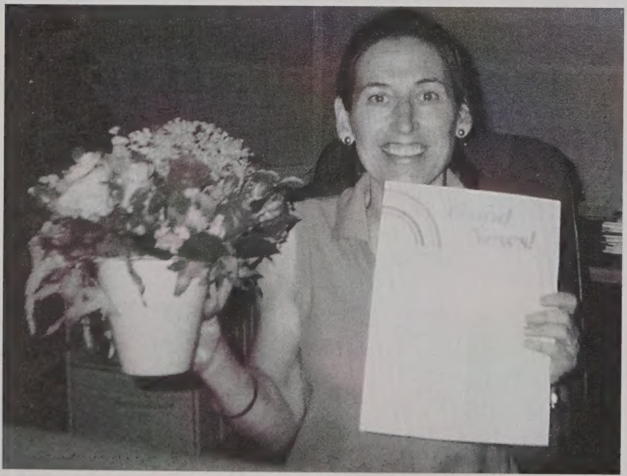
Framingham, Mass., native **Ezequiel "Zeke" Melendez** has joined IDC as a general services associate. He was most recently a group worker for the Mass. Dept. of Youth Services in Worcester. Zeke enjoys playing and watching sports — especially basketball, football and baseball — and going to the movies in his free time.

Also in Framingham, **David Patton** has signed on as a consulting director for IDC's Telecom Consulting practice within the Hardware Research group. He was previously a principal with Peloton Consulting. David has a B.A. in business administration from Oglethorpe University in Atlanta and an M.B.A. from Kennesaw (Ga.) State University. Out of the office he enjoys cycling.

Based at 501 Second Street in San Francisco, **Julie Proffer** has joined Computerworld as national director, Integrated Solutions, helping CW clients integrate custom media, online, events and lead-generation programs into their media plans. She most recently worked as regional sales director for Ziff-Davis Media's *Baseline*. She has a B.A. in fine arts from Vanderbilt University in Nashville, Tenn., and enjoys surfing, skiing, hiking and music.

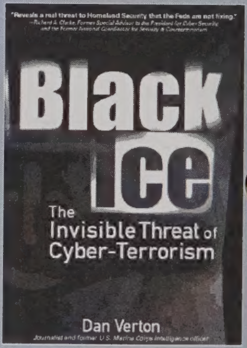
All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG's Judy Bonasoro answers the call for superior service



*IDG Administrative Assistant **Judy Bonasoro** shows off the flowers and congratulatory note she recently received from IDG Chairman **Pat McGovern** after earning the top score in this year's receptionist evaluation survey. Bonasoro, whose voice and helpful demeanor are familiar to callers to the IDG Corporate Support Center at One Exeter Plaza in Boston, has worked for the company for 14 years. The survey, which is designed to ensure that customers' first point of contact with IDG is a positive and pleasant one, is coordinated by the company's Corporate Communications department. The group works with a third-party organization that anonymously contacts each U.S. business unit and asks a series of questions that might typically be asked by callers including the company's address, the URL for its Web site or how to reach its sales office. Employees are rated on their helpfulness and the friendliness of their replies.*

CW's Dan Verton explores threat of cyber-terrorism in new book


"Reveals a real threat to Homeland Security that the Feds are not fixing."
—Richard A. Clarke, Former Special Advisor to the President for Cyber Security and the Former National Coordinator for Security & Counterterrorism
Black Ice
The Invisible Threat of Cyber-Terrorism
Dan Verton
Journalist and former U.S. Marine Corps intelligence officer

When he began researching his new book, *Black Ice: The Invisible Threat of Cyber-Terrorism*, **Dan Verton** said he "strongly suspected that the U.S. private sector did not grasp the depth of the threat posed by cyberterrorism." Now he says with assurance, he knows that "they are drunk with denial."

Verton, a *Computerworld* senior writer and former intelligence officer with the U.S. Marine Corps who covers homeland security, IT security and national defense issues from the newsweekly's Washington, D.C., bureau, said he was struck by the degree to which, even today, companies in the private sector fail to understand that they represent the true target of those who would bring America to its knees.

"The truth of the matter is that modern global terrorism is a thinking enemy that understands the only way to force America to withdraw from the world is to strike at the soft underbelly of the U.S. economy, which is its digital infrastructure," he said.

Verton, whose first book, *The Hacker Diaries*, was published last year, said he set out to write a book that would prove his contention that the forces of international terror are interested in making use of the Internet as a weapons system. "I wanted to counter the same type of thinking that allowed us to ignore evidence dating back eight years that al-Qaeda was interested in using commercial airliners as precision strike weapons."

The book includes interviews with key U.S. government officials including U.S. Secretary of Homeland Security Tom Ridge and Virginia Governor James Gilmore, various CIA and NSA officials as well as people belonging to terrorist organizations including al-Qaeda and its supporters.

Noted one reviewer, "[This book is] one of near incomparable importance in an uncertain post-September 11th world. *Black Ice* may be the most important book we read in a long while, because it brings to the immediate attention of the leaders of government and commerce a sense of electric urgency and of the consequences of inaction."

Published by McGraw-Hill/Osborne, the book goes on sale at bookstores nationwide on Aug. 19. It is available now on Amazon.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Karl Heinz Zimmermann *IDG Germany*
Zvonimir Lepusa *IDG Germany*

24

Renate Giesen *IDG Germany*

21

Eduardo Ostan *IDG Brazil*
Saiman Hui *IDG*

20

Mary Fanning *Network World*
Georg Sing *IDG Germany*

18

Hans Weber *IDG Germany*

16

Roseann LaBruno *InfoWorld*

15

Marlene Tobias *PC World*
Esther van Dijk *IDC Benelux*

14

Gabriele Lange *IDG Germany*
Josef Gruber *IDG Germany*

12

Maria Grazia Tripodi *IDG Italy*
Simona Cattaneo *IDG Italy*
William Bernardi *IDC*
Carol Johnstone *Mac Publishing*
Keith Henry *IDC U.K.*

11

Silvana Brambilla *IDG Italy*
Sally Hudson *IDC*
Ola Fors *IDG Sweden*

10

Carol Glasheen *IDC*
Rebecca Freed *PC World*
Michele Peoples *IDG Research Services*

9

Sara Goessi *IDG New Zealand*
Jackeline Carvalho *IDG Brazil*
Håkan Ogelid *IDG Sweden*
Anders Sjölander *IDG Sweden*

8

Keith Kmetz *IDC*
Jeffrey Kuta *PC World*
Ulla McGee *PC World*
Christian Jahr *IDG Germany*
Franz Koivunen *IDG Sweden*
Petra Frejborg *IDG Sweden*

7

Ricardo Sandoval *Mac Publishing*
Melissa Gruber *PC World*
Andrea D'Amato *Network World*
Sandra Ng *IDC Singapore*
Rumi Nakano *IDC Japan*
Achim Schäfers *IDG Germany*
Hiroko Ito *IDG Japan*
Mieko Nishi *IDG Japan*
Brian Kukowski *IDG*

6

Francesco Orsenigo *IDG Italy*
Paul Brislen *IDG New Zealand*
Michael Olesen *IDG Denmark*
Poul Hilbert *IDG Denmark*
Orlane Delord *IDC France*
Bing Zheng *IDG Asia*
Jan Öhlund *IDG Sweden*
Bing Zheng *IDG Asia*

5

Philip Hochmuth *Network World*
Bjørn Hemmingsen *IDG Denmark*
Alain Petrissans *IDC France*
Agata Mysluk *IDG Poland*
Tara Welsh *IT World Canada*
Colin de Almeida *IDC U.K.*
Anne Kittel *IDG Switzerland*
Nina Osterwalder *IDG Switzerland*
Evelyn Loos *IDG Germany*
Andreas Perband *IDG Germany*
Bianca Springer *IDG Germany*
Jörg Spormann *IDG Germany*
Michele Nealand *IDG International Publishing Svs.*
Markus Emgård *IDG Sweden*

4

Alan Rosen *IDC*
Ting Piper *IDC*
Hoang Nguyen *IDC*
Mária Piller *IDG Hungary*
Peer Jensen *IDG Denmark*
Soo-Kyun Kim *IDC Korea*
Stéphane Krawczyk *IDC France*
Isa Korn *IDC U.K.*
Katja Martin *IDG Germany*
Mike Hartmann *IDG Germany*
Laurie Parsons *IDG*
Laura Rohde *IDG News Service*
Margaret Cejas *PC World Latin America*
Catrine Haglund *IDG Sweden*
Anders Engström *IDG Sweden*
Fredrik Claesson *IDG Sweden*

3

Franco Forte *IDG Italy*
Christopher Boone *IDC*
Allan Carey *IDC*
Eri Meyer *IDC*
Alexander Weis *IDC*
Sterling Perrin *IDC*
Filomena Cherta *IDC*
Meta Haase *IDC*
Thomas Pena *PC World*
Mark Broatch *IDG New Zealand*
Mary Hatrick *IDG New Zealand*
Rebecca Qiang *IDG China*
Balázs Trautmann *IDG Hungary*
Rikke Sternberg *IDG Denmark*
Jubert Alberto *IDC Philippines*
Florence Gan *IDC Singapore*
Ivy Lok *IDC Hong Kong*
Jane Chesher *IDC Australia*
Natasha David *IDC Australia*
Milly Xiang *IDC China*
Nathan Midler *IDC China*
Jinn-Hong Calvin Kim *IDC Korea*
Jitka Husaková *IDC CEMA*
Hiroko Nara *IDC Japan*
Kumi Tanaka *IDC Japan*
Gillian Law *IDG News Service*
Phil Almeida *IT World Canada*
Richard Zorzit *IT World Canada*
Colwyn Munro *IDG Global Solutions U.K.*
Lise Dellazizzo *IDC Canada*
Jan Duffy *IDC Canada*
Petra Gryga *IDG Germany*
Yuki Fujiwara *IDG Japan*
Mieko Mori *IDG Japan*
Tomoaki Sato *IDG Japan*
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Verity Homewood *IDG Global Solutions U.K.*
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Dirk Steiger *IDG Germany*
Sabine Schickel *IDG Germany*
Kai Schmidt *IDG Germany*
Karin Hecker *IDG Germany*
David Bhulapatna *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Rich Green** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive IDG sport safes.

Honorable mentions

The attendees were terrified yet strangely compelled to stare as he introduced himself: "Hi, I'm Norton McAfee, Anti-Virus Tool."
Kristin Douglas *Network World*

"Don't make him nod his head 'Yes.'...Don't make him nod his head 'Yes'..."
Brad Nisbet *IDC*

"Okay, team, let's put our heads together and hammer something out for this next issue."
Stephen Kranabetter *IT World Canada*

"My lesson to you, ladies and gentlemen, is never attempt a cloning experiment near your tool shed."
Simon Salamon *IDC*

"Let me introduce myself: I am the new head of Hardware."
Jane Jordan *IDG*

"Good morning! My name is Michael Hammer, and I will be leading today's seminar on Business Process Re-engineering."
Stu Needels *IDG*

dithering feathering tweening ripper wavelet PKZIP tar

Define IT

IDC's **Danielle Dion** submitted this month's winning wacky definition for "jitter buster":

> Someone who replaces the office coffee with decaf without telling anyone. "Alice is on a new health kick; I think she was the jitter buster."

(The real definition, according to www.webopedia.com, is "A device that seeks to suppress jitters, or flickering signals, in audio transmissions.")

Dion will receive a $50 American Express gift check. Another $50 AMEX check awaits the creative author of the funniest explanation for this week's IT acronym:

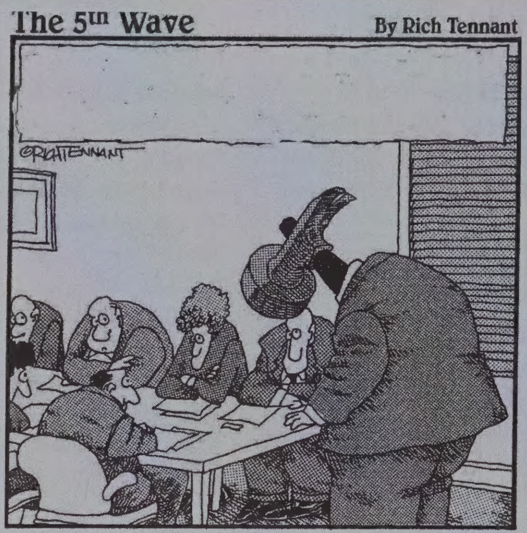
BIOS

Send your entries to world_update@idg.com by **Sept. 2.**

scatternet bloatware link farming choke packet vortal bubblesort

kludge heap leaf zombie big-ender trigger BLOB Qubit DAM unpack

DoCoMo bump mapping Web clipping memory effect



Bob's promotion to management was a result of his ability to consistently hit the nail on the head.
Rich Green *IDG List Services*

Suddenly, the differences of opinion Bob had with the new IS manager's strategy seemed to be surprisingly irrelevant.
William Ganci *IDC*

Rich Tennant's original caption:

In the end it was Edward Scissorhands' cousin, Jonathan Hammerhead, who brought the group to a consensus on a client/server architecture.

IDC CEMA staff compete in portion of Prague Marathon

After finishing the 4.2K Corporate Run of the Prague International Marathon, these employees from IDC's Central and Eastern Europe, Middle East and Africa (IDC CEMA) office relaxed on their building's terrace. (L-R): Managing Director/Group VP ***Steven Frantzen****, Publications Manager* ***Reena Sattar****, Research Analyst/Systems* ***Mila Kantcheva****, Senior Analyst/Systems* ***Chantel Leonard****, Program Manager/Communications Group* ***John Gole*** *and Program Manager/Systems Group* ***Roman Maceska****. It was the third year Steven, Reena and John have completed the race.*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through offices in 50 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

18 AUGUST 2003
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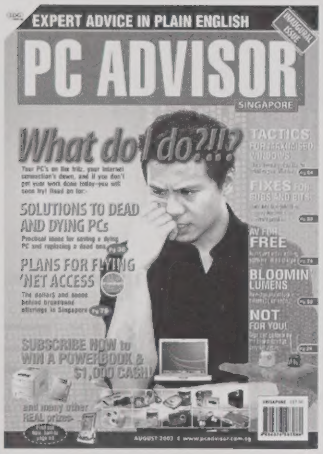
WWW.IDGWORLDUPDATE.COM

IDG invades personal space in Singapore

PC Advisor Singapore launches with strong support from advertisers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SOLUTIONS TO DEAD AND DYING PCs
PLANS FOR FLYING 'NET ACCESS
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BLOOMIN LUMENS
NOT FOR YOU!
SUBSCRIBE NOW to WIN A POWERBOOK & $1,000 CASH!

With the launch of its latest title, *PC Advisor Singapore*, IDG Communications Singapore is now the leading information resource for the country's technology-using population. Billed as the nation's single most comprehensive and authoritative source of fair and in-depth coverage, hands-on reviews and detailed evaluation of personal computing products and services, *PC Advisor* joins the company's two other offerings: 10-year-old *Computerworld Singapore* and four-year-old *CIO Asia*.

More than 20,000 copies of the inaugural issue of *PC Advisor Singapore* (cover date August 2003) hit the desktops and mailboxes of readers, as well as newsstands, bookstores and convenience stores all across the country on July 18. The issue featured advertising from long-time supporters of IDG Communications Singapore including Microsoft, Fujitsu and IBM, as well as other key brands in the personal computing space including Apple, Sony, Iomega, Minolta, Epson and NEC.

Many of these advertisers attended a launch party on July 23, during which *PC Advisor Singapore* Editor **T.C. Seow** told the audience of more than 150 how and where this new title was going to make an impact. "We are now stamping our authority as Singapore's personal computing information and advice resource for a broad set of readers — ranging from tech-savvy senior executives and professionals at large organizations, leaders of small and medium-size enterprises, owners of small-office/home-office outfits, to educators and students in tertiary institutions and private schools," Seow said. "If you live here, you need to use personal computing products and services. Now you also have *PC Advisor Singapore* to help you make the right choices and do the right things to enrich your personal computing experience."

Aside from reaffirming IDG Communications Singapore's commitment to upholding the IDG brand that *PC Advisor Singapore* represents, IDG

continued on page 5

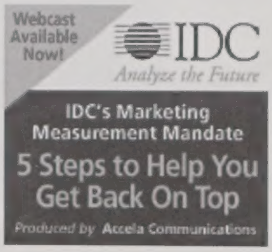
25 days left to submit your calendar photos!

Sept. 12 is the deadline for the 20th annual IDG Employee Photo Calendar contest. Don't miss your chance to win fame, fortune and 30 or so days of bragging rights. First, second and third prize winners will receive $250, $150 and $100, respectively.

- Submit up to two color or black-and-white prints or 35mm slides that you have taken on any subject. Photos taken with a digital camera must be printed on photographic-quality paper. No panoramic-width photos can be accepted.
- Entries must have your name, business unit, telephone, fax and e-mail address. A business card taped to the back works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos.
- Send photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. **Photos will not be returned.**

Webcast yields high-quality leads for IDC program

Looking to generate awareness for its new Technology Marketing Research program via a cutting-edge approach, IDC partnered with Southborough, Mass.-based Accela Communications for a complete webcast and lead-tracking package.


Webcast Available Now!
IDC
Analyze the Future
IDC's Marketing Measurement Mandate
5 Steps to Help You Get Back On Top
Produced by Accela Communications

IDC VP/Technology Marketing Research **Rich Vancil** hosts the eight-minute, on-demand Webcast, "The Marketing Measurement Mandate." Vancil launched the research program in January and will deliver its first multiclient study in September. His research gives technology marketers insight into how to better plan, execute, measure and justify the effectiveness of integrated marketing programs during a time in which vendor marketing dollars are closely scrutinized. During the webcast, Vancil talks about five essential steps to better measure and communicate performance and return on investment across all kinds of marketing programs so that marketers can justify budgets that support well-rounded campaigns.

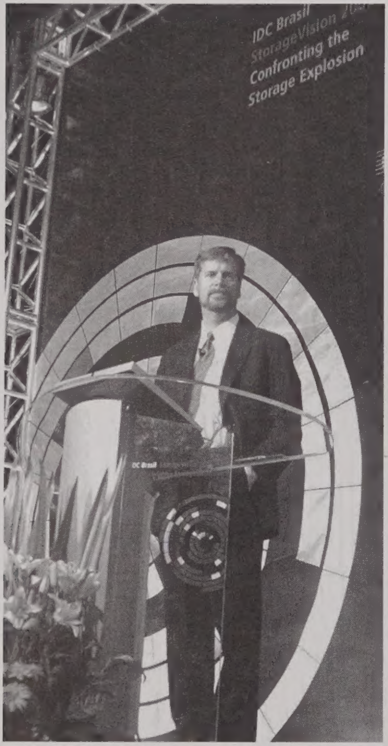
Among the initial joint marketing approaches IDC and Accela Communications used were promoting the Webcast on IDC's, IDG's and Accela's Web sites; press releases to the IT marketing media; and HTML e-mails to IDC's chief marketing officer prospect list, Accela Communication's customer base and ad agencies. Interested viewers could link to the webcast after registering online, and both companies shared the resulting leads.

"It's an intriguing format and very compelling," said Vancil. "A lot of what we do at IDC entails paper-based research reports, but people respond best to people. The audience has really liked this

continued on page 4

IDC Brazil's StorageVision event attracts strong turnout, key sponsors

IDC Brazil held its second annual StorageVision event, Storage Vision 2003 — Confronting the Storage Explosion, earlier this month in São Paulo. The one-day event attracted almost 400 senior IT executives, end users, sponsors and members of the press.



IDC Group VP, Storage Research ***John McArthur*** *delivered the keynote address.*

John McArthur, group vice president of Storage Research at IDC in Framingham, Mass., delivered the keynote "Storage Trends: Improving Competitiveness with Storage Solutions," focusing on the factors to be considered when acquiring a storage solution, market trends for the next five years, reasons for investing in Network Attached Storage and SAN Storage Area Network solutions, and IDC's recommendations for the best storage alternatives in terms of technologies.

IDC Brazil Research Manager ***Ivair Rodrigues*** *(left) and Storage Analyst* ***Bruno Rossi*** *confer during the day-long event.*

Nine local companies — including Computer Associates, IBM, Sun Microsystems, Hitachi Data Systems, EMC, Veritas, Computer Network Technology and Dell — signed on as sponsors for the event. In addition to being given 30 to 45 minutes to address the audience, each sponsor was given space to demonstrate products and speak with attendees one on one.

Based in São Paulo, IDC Brazil was established in 1990 and became a wholly owned subsidiary in 1995. The company has 32 employees. In addition to StorageVision, IDC Brazil also hosts a local edition of IDC's annual Directions conference. It plans to significantly step up its events business in FY04 with the addition of an IT and Telecom Outsourcing Forum in April, Security Forum in June, and a Small and Medium Businesses Forum in three different cities in August.

For more information, contact IDC Brazil Marketing and Events Manager **Cristina Defendi** at cdefendi@idc.com. WU

IDG Italy holds first web services conference

Computerworld Italia held its first conference on web services in Milan last month for 180 corporate general managers and IT decision makers. The half-day session gave an overview of how web services can contribute to savings on IT expenses and looked at the technology and business implications.

CW Italia Editor-in-chief **Paolo Lombardi** and Editor **Emiliano Brunetti** kicked off the conference and were followed by six outside experts, two of whom represented sponsors. Underwriters Microsoft, Software AG and Ascential Software made the event profitable. Entry was free to attendees, who simply had to register on *Computerworld Italia*'s Web site.

COMPUTERWORLD
IL SETTIMANALE DI INFORMATICA
WEB SERVICES
Meliá Milano

CW Italia *Editor-in-chief* ***Paolo Lombardi*** *welcomed attendees.*

IDG Italy's next two conferences will be Sept. 30 on Business Solutions and Oct. 2 during the SMAU Exhibition on "the Best of ICT." WU

IDG Brazil relocates

At the end of August, IDG Brazil will move to the following address:

Rua do Rocio, 291 - cj 11 e 12
Ed. Atrium III
Vila Olimpia
CEP 04552 000
São Paulo-SP
Brazil

tel. +55 11 3049 2000
fax + 55 11 3071 4022 (commercial department)
fax + 55 11 3168 5876 (commercial department)

one on one the interview

John Gantz
IDC's senior vice president and chief research officer is this week's guest columnist. He may be reached at jgantz@idc.com.

Q What's your role as chief research officer and IDC SVP in a nutshell?

A My job is to help IDC analysts create better forecasts. My team at IDC's Global Research Organization (GRO) does this through creating global market models (Internet adoption, Information Society metrics, macroeconomics, etc.), conducting demand-side surveys, applying advanced analysis techniques to survey data and driving common forecast assumptions across the organization. The GRO and I are also the only group at IDC looking at the total IT market, so I am often called upon as IDC's spokesman on broad IT trends.

Q Did your earlier career as a Navy submarine officer prepare you at all for life at an IT market intelligence firm?

A In the specifics, no, the jobs are not at all alike (except celestial navigation?) But it was great training for a job in an entrepreneurial company with a just-do-it mentality, for learning to deal with customers in an exacting environment, learning the importance of collaboration, and managing both downward and upward. Of course, I hope I was under water more in the Navy than I am at IDC.

Q During the course of your research, how else do you gather information besides analyzing IDC surveys?

A We get information from all directions. Vendors tell us what's going on, Wall Street analysts and venture capitalists give us insight, start-ups call on us and share they dreams, and, yes, we do lots of surveys and interviews with IT people and consumers. And IDC analysts, with their varied backgrounds and locations, are excellent sources. (Remember Y2K? We had analysts in 30 countries and 17 time zones try their ATM cards just after midnight and call in the results.) For a while, my secret source, though, were kids. Mine were right on the wave of the video game craze, Internet adoption, music downloading, Instant messaging and so on. They were excellent bellwethers of the consumer market.

Q What IT industry trends are on the horizon?

A Some we all see: wireless and mobile, server and storage consolidation, web services as a software development tool, the growth of outsourcing to deal with system and business process complexity, and increasing offshore sourcing to cut costs. I have my eye on three in particular that may offer potential surprises: wireless LANs, voice-over IP, and communicating sensors. Each has the *possibility* of really taking off and surprising the IT community if they do.

Q What projects are you working on that will help IDC maintain a competitive advantage?

A Over the last year we have been working hard to improve our forecasting review process. We now have a standard way of capturing our forecast assumptions, quarterly management review of all IDC forecasts, and quarterly updating of all the macroeconomic assumptions feeding the forecasts. Dry as it seems, I take great pride in IDC's research methodology and will go *mano a mano* with any of our competitors in a methodology bake-off. Two projects on the front burner right now are one tracking and forecasting quarterly revenues of more than 250 IT suppliers (over 50% of the total market) on a weekly basis to help us calibrate our forecasts and one analyzing the impact of changing exchange rates on IT forecasts. As you know, the dollar has fallen against most major currencies, which will inflate financial results of U.S. multinationals.

Q Now that IDC is expanding into end-user research, how will that impact analysts in terms of additional training, frame-of-reference adjustments, etc?

A Actually, I think we have a lot to learn from each other. The more our market forecasters know about conditions in the user world, the better our analysis and forecasts will be. The more end-user analysts know about upcoming technology trends, the more they can help their clients adjust to what's ahead. Where both sides do market sizing, we will have to rationalize our methodologies, but we have to do that already across geographies, solution areas and technology areas. Since we are taking this expansion step-by-step, I think the frame-of-reference adjustments will be quite incremental.

Q What's a good piece of fundamental advice you can pass along to new analysts?

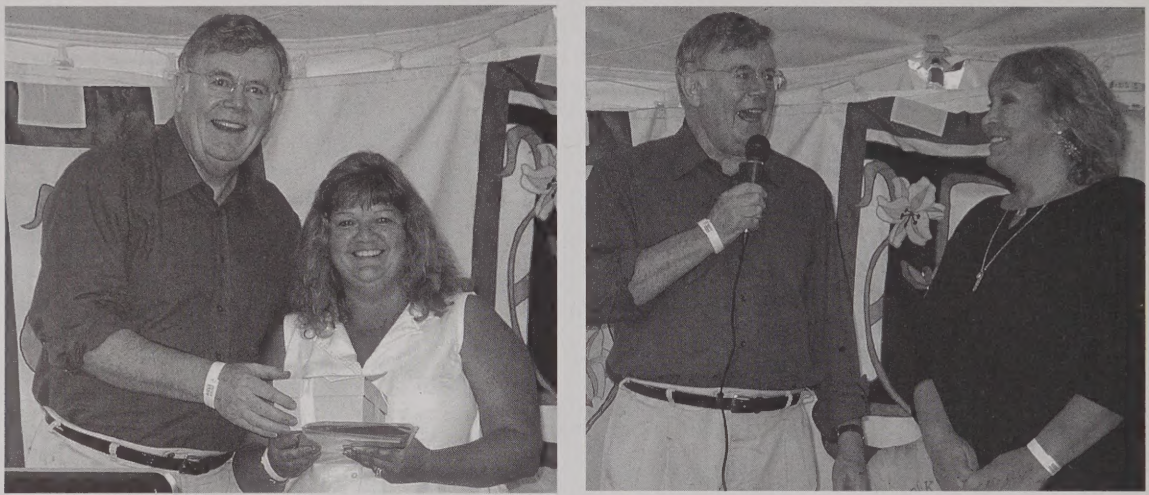
A All the best analysts have to be good communicators. My breakthrough was getting over my fear of public speaking — which only happened over time — so I would be looking for any chance to present that I could find. And take advice and training (I still take speech coaching after all these years).

It's Mr. Gates on the line...

IDG World Update asked Gantz to share his most memorable moment with an industry executive.

I have been chewed out by the richest man in the world. A few years ago, [Microsoft CEO] Bill Gates spoke at our European IT Forum. So did [Oracle CEO] Larry Ellison. This was a period in which there was a lot of discussion about the "network computer" vs. the PC, so we billed their presence as a "great debate." But, actually, they weren't to be on the stage together (in fact, one wouldn't enter the room until the other left). Bill discovered our clever marketing on the ride to the event and was livid. When he got to the venue he demanded to talk to a senior IDC representative. Bill ended up calling me in my hotel room and I got to suffer Bill's wrath. Turns out he's got quite a vocabulary. Epilogue: He went on stage anyway, but was unnerved once again when his demo of Windows 98 crashed.

Two employees recognized as STAR performers



IDG Chairman ***Pat McGovern*** *presents STAR Awards to* ***Judy Callahan*** *(left) and* ***Nikki Civetti*** *at a company summer outing earlier this month.*

PHOTOS BY ARDLEY YEE

Two Framingham, Mass.-based employees were presented with Corporate Boviard STAR Awards earlier this month in recognition of their exemplary service to the company. **Judy Callahan**, a senior credit analyst in the IDG Corporate Credit department, was cited for her ability to strike "the perfect balance between getting customers to pay while nurturing the relationship, ensuring that IDG continues to get more business in the future. When Judy is on the case, I know that no stone will be left unturned; she will get the money we are owed," read one nomination.

Also receiving a STAR Award was Lead Travel Agent & Training Specialist **Nikki Civetti** of the IDG Travel department. "Nikki provides a high level of customer service," read her nomination. "She is always accurate and she always finds lower-priced alternatives. Nikki actually saved almost $4,000 in my travel budget."

The Corporate Boviard STAR Awards are presented twice a year to employees from IDG's corporate groups as well as IDG List Services, Research Services, International Publishing Services and IDG Global Solutions in recognition of exemplary Service, Teamwork and Results. Nomination forms appear in *IDG World Update* in July and November.

For more details contact **Lucy Sheehan** at lucy_sheehan@idg.com. WU

IDC webcast

continued from page 1

multimedia approach. This is just another way for us to get the message out, and it's a great way to transcend the time-and-distance barrier."

Vancil said he has had a lot of positive feedback to the webcast from other IDC research groups around the world that were intrigued by the process and were considering using the format for their own programs. "Accela Communications has a great system in place — they produce well and take care all the details," he added.

In just its first week the webcast generated 250 registrations from some very high-level titles at companies such as EDS, SCO, IBM, Microsoft and Carat Freeman. "It has been very interesting to see the viral marketing aspects of this program in action," said Accela Communications VP/Marketing & Audience Development Ann Roskey. "Through LEADS' filtering and routing feature, we have been able to see how this program makes its way through organizations and agencies. From a marketing and sales standpoint, that is very exciting because it gives you great visibility into how qualified a lead is."

Accela Communications, which provides Web-based marketing services through a lead-centric publishing model, was launched in February 2000 as an IDG business unit and is a now an affiliate of IDG. It is independently controlled by the original management team, including Accela Communications President & CEO Bill Reinstein. IDG remains a significant shareholder in and partner to the company.

A link to The Marketing Measurement Mandate can be found on the IDC's CMO Advisory section at www.idc.com/en_US/st/cmoadvresearch.jhtml. For more information contact Rich Vancil at rvancil@idc.com or Ann Roskey at ann_roskey@accelacommunications.com. WU

Coming up

Storage Networking World/ China
Aug. 27-28
Beijing Kerry Center Hotel
Beijing
An IDG World Expo Asia event
www.snwchina.com

Web Services Conference
Aug. 28-29
Shibuya Marc City
Tokyo
www.idg.co.jp/english/expo/index.html

Storage Networking World/ China
Sept. 2
Hotel Equatorial Shanghai
Shanghai, China
An IDG World Expo Asia event
www.snwchina.com

Insights 2003
A Financial Insights event
Sept. 3-4
Ritz-Carlton Hotel
Boston
www.financial-insights.com/insights2003/

WirelessWorld Conference & Expo
Sept. 16-17
Sunway Pyramid Convention Center
Kuala Lumpur, Malaysia
An IDG World Expo Asia event
www.wirelessworld.com.sg

DEMOmobile
Sept. 17-19
Hilton La Jolla Torrey Pines
La Jolla, Calif.
www.idgexecforums.com

BioITWorld Conference & Expo
Sept. 18-19
Tokyo Fashion Town TFT Hall
Tokyo
Japan
www.idg.co.jp/english

Portable Power Conference & Expo
Sept. 21-23
Moscone Center
San Francisco
www.idgworldexpo.com

Asia/Pacific Financial Services Forum
Sept. 24
Raffles Hotel
Singapore
www.idc.com/events

IDG

August 18, 2003

Office Services Coordinator (CSV)

The Office Services Coordinator will be responsible for sorting and distributing US Mail, express courier packages, interoffice mail; processing in-coming and out-going mail and packages using various computerized systems; assisting with conference room set ups; managing off-site record storage; providing relief reception; and coordinating and performing various tasks as assigned. The perfect candidate will be detail oriented, dependable, punctual and have stellar communication skills. High school diploma or general equivalency certificate is required. Prior office experience and basic computer proficiency in email and MS Word are desirable. ***Location: San Francisco – CA***
Contact: M. Mirabal, Fax: 415-267-1777, Phone: 415-978-3337, Email: marc_mirabal@pcworld.com

International News Editor (GMG)

IDG Entertainment, publisher of GamePro magazine, the third largest male teen magazine in America, Code Vault and GamePro.com has an exciting opportunity for an International News Editor to join the editorial team and contribute daily news items about the home video game market and industry. Candidates must have be proficient in both Japanese and English and have strong journalistic copywriting skills. A knowledge of video games from both the consumer and industry perspective are necessary to create dynamic news editorial as well as original content for both print and online. In addition, the ideal candidate must be computer proficient, able to multitask and meet aggressive deadlines, and have strong interpersonal skills. Knowledge of MS Word, Quark, Photoshop, and HTML is a plus. For consideration, please send your resume, cover letter and salary requirements to: **Wataru Maruyama, Senior Editor, IDG Entertainment, 555 12th St, Ste. 1100, Oakland, CA 94607; Fax: (510) 768-2701.**
To submit your resume electronically, please email jobs@gamepro.com--you MUST list "International News Editor" as the subject heading.

Sales Associate (GMG)

IDG Entertainment, publisher of GamePro magazine, the third largest male teen magazine in America, Code Vault and GamePro.com is seeking a high energy, organized Sales Associate to assist the Eastern Ad Sales Manager in our NYC sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and a collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidates will have: a customer service orientation and thrive in a fast-paced environment; strong writing skills and attention to detail; excellent multi-tasking skills; PC computer experience; familiarity with Microsoft Word, Excel, PowerPoint, ACT for Lotus Notes; a minimum of 1-2 years business experience; and a strong desire to enter the field of advertising sales.
For consideration, please send your resume, cover letter and salary requirements to:
Greg Fox, National Ad Sales Director, IDG Games Media Group, 555 12th St, Ste. 1100, Oakland, CA 94607; Fax: (510) 768-2701. To submit your resume electronically, please: Email to: jobs@gamepro.com--you MUST list Sales Associate as the subject heading.

Eastern Ad Sales Manager (GMG)

IDG Entertainment, publisher of GamePro magazine, the third largest male teen magazine in America, Code Vault and GamePro.com has an exciting opportunity for an Eastern Sales Manager in our NYC sales office. Responsibilities include selling of GamePro and Code Vault magazine print and online properties, developing relationships with existing and prospective clients in the electronic entertainment and non-endemic, consumer categories, as well as developing new business. Must be a talented sales professional with 5-7 years proven experience in a sales, publishing, ad agency or media environment. Qualified candidates must be highly organized, highly motivated, detail orientated, self starting with a strong customer service approach and must have the ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of MS Office. In addition, candidates with video or PC game interest or knowledge of the industry are preferred. For consideration, please send your resume, cover letter and salary requirements to: **Greg Fox, National Ad Sales Director, IDG Games Media Group, 555 12th St, Ste. 1100, Oakland, CA 94607; Fax: (510) 768-2701.**
To submit your resume electronically, please email to: jobs@gamepro.com--you MUST list Eastern Sales Manager as the subject heading.

(cont)

Senior Research Analyst, Storage Software (IDC)

IDC's Software Research Group is seeking a Senior Research Analyst to cover key markets in the Storage Software area. This analyst will be responsible for writing research, interacting with customers, performing modeling and forecasting as well as business development. A major emphasis will be placed on the modeling of company revenues for storage software companies and creating market forecasts. Client interaction and inquiry is an integral part of the analyst role in addition to the ability to assimilate industry information and provide advice and guidance to clients. Collaborative efforts are crucial and will include work with other members of the Software Research Group, as well as the Hardware Storage Research team. Skills which are critical for this position include robust writing skills; strong analysis skills, demonstrated experience in producing market analysis documents that are of high value; the ability to articulate opinions to fellow analysts and clients and an understanding of finance. Candidates should possess a Bachelor's degree with a strong academic record and preferably three to six years of storage industry experience.

Location: Framingham – MA

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Marketing Programs Manager, CMO Advisory Research (IDC)

IDC's new CMO Advisory Service helps information technology marketers improve their effectiveness and productivity. IDC's research includes marketing benchmarks and best-practices analysis, IT marketing trends and analysis reports, and custom research on IT marketing practices. The CMO Advisory Research area is seeking a Marketing Programs Manager to become part of a team that will advise tech marketers on improving the effectiveness and efficiency of marketing. This position affords an excellent opportunity to help build the CMO Advisory, launched in 2003, into a significant IDC research practice. The successful candidate will be responsible for creating a need and desire in the marketplace for existing offerings through marketing programs and promotional activities, leading promotional strategy and developing compelling integrated marketing campaigns and working with research management, sales, ad agencies and PR firms and other members of marketing to generate demand.

Please see idc.com for full description. ***Location: Framingham – MA***

Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Research Director, CMO Advisory Research (IDC)

IDC's new CMO Advisory Service helps information technology marketers improve their effectiveness and productivity. IDC's research includes marketing benchmarks and best-practices analysis, IT marketing trends and analysis reports, and custom research on IT marketing practices. The CMO Advisory Research area is seeking a Research Director to become part of a team that will advise tech marketers on improving the effectiveness and efficiency of marketing. This position affords an excellent opportunity to help build the CMO Advisory, launched in 2003, into a significant IDC research practice. **Please see idc.com for full description.** ***Location: Framingham – MA***

Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Consulting Director, Services Research (IDC)

IDC's U.S. Services Consulting practice is responsible for developing and conducting market research and consulting assignments focused on Services industry vendors and their end market. We are currently seeking a Consulting Director/Manager to help develop and drive IDC's consulting practice. The Consulting Director/Manager will be a member of IDC's Services Consulting team. This involves developing consulting business, leading and managing projects, and developing practice strategy in concert with senior management. The Consulting Director/Manager will partner with IDC industry analysts, sales, and other IDC groups to develop and manage market research and consulting projects. Clients will include leading IT services and business services companies. The Consulting Director/Manager will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of overall IDC Services Consulting business, including development of new practice areas. **Please see idc.com for a full description.**

Location: Framingham – MA

Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

(cont.)

Senior Business Development Specialist (IDC)

IDC EMA is seeking a Senior Business Development Specialist to establish a focused direct selling function for EMEA products in the US market. The position will be responsible for building up the IDC EMEA portfolio with US clients as well as selectively supporting Global Selling coordination in G200 in collaboration with the EMEA and US account teams. This represent a unique opportunity to start up a strategic activity utilizing International Account Management skills to take advantage of a high growth opportunity at IDC. The focus will be to promote the EMEA portfolio within the US sales network as well as undertake quarterly selling campaigns in the US with EMEA analysts. This function should also provide strategic input into determining where the best opportunities are for growth for EMEA offerings in the US market. The individual will report directly to the Group Vice President- EMEA Sales & Marketing and work in close partnership with the EMEA Expertise Centers and GSE and RSO EMEA selling teams. We are seeking individuals with a minimum of 5 years of proven sales experience including successful account management, territory planning and business development activities. The essential requirements are proven collaborative team player with strong diplomacy skills, outstanding relationship development skills, familiarity with IDC Global Selling behaviors, self motivation and strong team spirit. Close communication with the EMEA Region and periodic travel to Europe will be required. ***Location: U.S. based***
Contact: Roberta De Ponti, IDC Milan

Copy Editor (IFW)

InfoWorld Media Group seeks a qualified candidate to fill a copy editor position. The ideal person will thrive on working in a deadline-oriented team environment. Job responsibilities include: editing copy for grammar, spelling, consistency, and adherence to AP and InfoWorld style; writing headlines and captions; selecting pull quotes; producing pages using Microsoft Word and QuarkXPress; copy editing text charts and infographics; and posting stories on InfoWorld.com. A degree in English (or related field), familiarity with QuarkXPress, and one year of experience in IT publishing preferred. You must demonstrate solid copy editing abilities on in-house copy editing test. Job is on-site in San Francisco. Please indicate Copy Editor in the subject line when applying to this position. ***Location: San Francisco – CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Business Development Manager/Director (IGS)

IDG Global Solutions is looking to fill two positions, a Manager and Director, to win new accounts and grow existing accounts through consultative relationships with IT vendors in the USA. These positions will provide value to clients by staying current with competitive, market, and industry information, developing general positioning and pricing strategies, and creating and presenting advertising products optimized for the marketplace. Experience interacting with executive decision-makers, creativity, and ability to devise innovative solutions to complex sales problems is key. These positions will work with the IGS team with respect to client intelligence, strategic relationships, and coordinated global marketing programs. The ideal candidate will have at least 3-5 years experience in the IT publishing, research or media sector with emphasis on vendor contact; understanding of multicultural differences; and a strong knowledge of high tech and international markets. Must also be detail oriented, self-starting with a strong customer service approach, possess exceptional communication, analytical and organizational skills. To read a full description, please visit IDG.com.. ***Location: East and West Coast***
Contact: J. Lynch, Fax: 508-935-4600, E-mail: julie_lynch@idg.com

Regional Sales Manager (ITC)

IT Careers has an exciting opportunity for a highly motivated and seasoned sales professional to join our team. This Regional Manager will be responsible for selling integrated recruitment advertising packages consisting of Print (within our EMG network of publications), Online and Recruitment Event Show Booths, as well as other products as they become established. Emphasis will be on generating revenue by developing new accounts, but this individual will be responsible for growing existing accounts and servicing recruitment ad agencies ensuring that IT Careers is top of mind. The candidate will be the part of a sales team working to set the territory strategy, therefore collaborative selling skills are critical. In addition, this person must have a solid understanding of the IT recruitment market, be an effective communicator and negotiator and have a proven record in sales. Minimum of 6+ years of recruitment print and online sales experience required. This position may be located in either Massachusetts or New York and may be based in the candidate's home office. ***Location: East Coast***
Contact: Email: jcjobs@idg.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Administrative Assistant (MAC)

The ideal candidate for this position will provide support directly to the President and to the Executive and Marketing teams. In addition to the day to day administrative duties, other responsibilities will include developing and maintaining advertiser recognition programs, assisting with the planning of tradeshows and events, and various other marketing projects as assigned. This position requires a minimum of 2 years of administrative experience, excellent communication and project management skills, strong customer service skills, proficiency in MS Word, Excel and PowerPoint, and a demonstrated ability to meet deadlines and juggle multiple priorities. Familiarity with marketing a plus. **Please indicate Administrative Assistant in the subject line when applying for this position**.
Location: San Francisco – CA
Contact: Job Opportunities, Email: jobopps@idg.com

Senior Designer (MAC)

The Senior Designer at Macworld will collaborate with editors and the art director to conceptualize, plan, and design features, covers, and other articles. Responsibilities will include assigning and art-directing editorial illustration and photography; supervising art assignments from the concept stage through final color approval; designing features and other editorial projects; and obtaining all art elements required for those projects. Qualified candidates must have at least 5 years' experience in publication design (preferably in a monthly environment); high-level proficiency in QuarkXPress, Adobe Photoshop, and Adobe Illustrator; and exceptional typography and print-production skills. S/he must be very well organized and minutely detail-oriented, with excellent communication skills and good conceptualizing abilities. An understanding of the 4-color printing process is a must, and an understanding of (and enthusiasm for) the Mac platform is a big plus. **Location: San Francisco – CA**
Contact: Job Opportunities, Email: jobopps@idg.com

Account Manager (NWW)

Network World is looking for a dynamic sales professional to join our Marketplace sales team. In this position, the selected candidate will be responsible for maintaining current Marketplace print/online/event and custom business, prospecting for new clients, breaking new business, conducting research to discover previous untapped resources and closing sales. This individual must possess excellent phone, organizational and writing skills, as well as the ability to work independently. Prior experience in a sales environment or related experience preferred. Familiarity with MS Office, and sales database software a plus. Limited travel required.
Location: Oakland – CA or Southborough - MA
Contact - E Cormier, Fax - 508-490-6454, Email: ecormier@nww.com

Vice President, Business Development (WEC)

IDG World Expo is expanding its portfolio of events and has created a senior level position to support this growth. As a member of WEC's Executive Staff, the Vice President of Business Development will be responsible for reviewing new event launch concepts and proposals, managing the process by which these concepts are prioritized for commercial potential, creating and overseeing the execution of the event launch plan for those events selected for investment, and managing the hand over of each successful new launch to a permanent event group. Additionally, the VP, Business Development will assist each Group Show Director with market positioning and strategic planning for all WEC brands and events. The successful candidate will have significant trade event experience with functional expertise in one or more areas of show management including exhibit sales, marketing, conference development, contract negotiations, proposal development, financial management, budget development, as well as client and vendor relations. This position reports directly to the President of IDG World Expo. Candidates should have significant experience in the events business, proven management, business development, and strategic planning skills, and the ability to promote growth and development in a fast-paced business. ***Location: Framingham – MA***
Contact: Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

PC Advisor Singapore

continued from page 1

operating principles and IDG's integrity, Seow preempted some questions hot on the lips of media buyers at the party, with the announcement that plans were already under way for:

- An annual *PC Advisor* awards program that will give recognition to the products and services that deliver the best value to users in Singapore.
- An annual *PC Advisor* show where such award-winning products and their providers will be showcased.
- A Malaysian edition of the title.

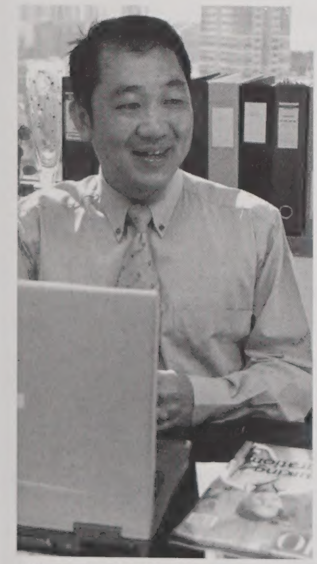
EXPERT ADVICE IN PLAIN ENGLISH
PC ADVISOR
SINGAPORE

*The people in the limelight at the July 23 PC Advisor Singapore launch party included (from left): **T.C. Seow**, PC Advisor editor; **Teng Fang Yih**, communications director, IDG Communications Singapore; **Gerald Wee**, executive editor, PC Advisor; **Gerry Ho**, staff writer, PC Advisor; **Sandra Tan**, associate publisher, PC Advisor; **Carol Tay**, advertisement manager, PC Advisor; **Florence Yeo**, senior manager, Marketing Services, IDG Communications Singapore; **Eunice Lee**, event services manager, IDG Communications Singapore; **Geoff Tan**, art director, PC Advisor; **Joy Soler De Castro**, events director, IDG Communications Singapore; and **John Tan**, managing director, IDG Communications Singapore.*

IDG Communications Singapore Managing Director **John Tan** also took the stage to remind everyone that *PC Advisor Singapore*, like the other IDG brands the company has brought to Asia, is "here to stay." He also stressed the significance of the occasion to media buyers in the audience. "As the integrated information resource for every kind of IT user in the country, we are an integrated marketing platform for every kind of IT solution and service provider," he said. "We fulfill the information needs of every tech-savvy Singaporean — young and old. *Computerworld Singapore* addresses the needs of IT professionals and middle managers, *CIO Asia* speaks to and for top-level information executives, and now *PC Advisor Singapore* is here to serve all personal computer users in the country.

"What that means," he told the audience, is that IDG is "the only print, Web and promotions media company you will ever need to help you effectively reach out to the segment of the IT or PC market you're specifically targeting with your brand, your products and services."

For more information, contact Communications Director **Teng Fang Yih** at fyteng@idg.com.sg or visit www.pcadvisor.com.sg WU



*"We are shooting for the seamless integration of our teams here to ensure their respective titles continue to grow in stature and widen their revenue streams," said newly appointed Enterprise Group Publisher **Jimmy Yu**.*

Jimmy Yu named publisher of new Singapore Enterprise Group

As part of its ongoing initiative to become the integrated marketing platform of choice for IT companies in Southeast Asia, IDG Communications Singapore has formed an Enterprise Group and named company veteran **Jimmy Yu** as publisher. The primary mission of the Enterprise Group is to ensure the combined representation and management of the company's enterprise titles and properties including *Computerworld Singapore*, *Computerworld Malaysia*, *CIO Asia* and www.idg.com.sg (IDG Singapore's corporate and IT news portal).

"If I were to use industry jargon to describe our mission here, it would be this: We are all aiming for the seamless integration of our teams — the people, their knowledge, their efforts and strengths, and also their operating procedures and processes — to ensure that their respective titles continue to grow in stature, widen their revenue streams, and heighten the profitability of IDG Communications Singapore as a whole," Yu said.

The choice of Yu, a veteran of the regional advertising sales business, to serve as publisher of the new group comes as no surprise to anyone at the Singapore office, according to IDG Singapore Managing Director **John Tan**.

"Successful integration means greater synergy. In the case of our newly formed integrated Enterprise Group, it means greater and more successful and profitable communication and collaboration between our people working on the different titles, as well as between IDG and advertisers and other partners," Tan said. "Given his open personality, his keen ability to build and sustain rapport with our varied partners, clients and staff, as well as his proven leadership, Jimmy Yu is the ideal person for bringing about this greater synergy within the group."

Yu is not a stranger to any of the titles he now heads. He was the founding publisher of *CIO Asia* and has served two tours of duty at the helm of *Computerworld Malaysia*. Before this latest appointment, he was the publisher of *Computerworld Singapore*. In addition, by the time the Enterprise Group was formalized, Yu had already spearheaded a number of multiple-title projects — including a recent advertising, marketing and events blitz for IBM under the *Computerworld Singapore*, *Computerworld Malaysia* and *CIO Asia* banners — and played a significant role on the steering committee of the CIO Awards program.

At present, the Enterprise Group is managing the Computerworld Singapore Readers' Choice Awards 2003 — an annual event now entering its ninth successful year — as well as planning a new and enhanced program for the next CIO Awards, scheduled for early 2004.

For more information contact Communications Director **Teng Fang Yih** at fyteng@idg.com.sg.

noteworthy people

Percival

CATHERINE KEARNS

Palmer

Promotions

Nancy Percival has been promoted to vice president, IT Careers. IT Careers is the Framingham, Mass.-based recruitment management and branding resource for IDG's Enterprise Group in the U.S., which includes *Computerworld*, *Network World* and *InfoWorld*. "Nancy has done a masterful job at forging alliances and shoring up the vast resources at IDG's enterprise business units to bring job seekers together with employers in the most unique ways," said **Evilee Thibeault**, CEO & publisher of *Network World*. Percival rejoined the company in November 2002, after spending the previous two years as managing director of JWT Specialized Communications. Prior to that, she spent almost 15 years in recruitment ad sales at *Computerworld*.

New employees

IDG Global Solutions in Staines, U.K., welcomes Sales Manager **Helen Palmer**. She most recently worked for Infoconomy as a group advertisement manager. She has a B.Sc. in geography and history as well as an advanced certificate in marketing from Bath Spa University College and a diploma in performance coaching for business. Helen makes time for the cinema, going to the gym, swimming and horseback riding.

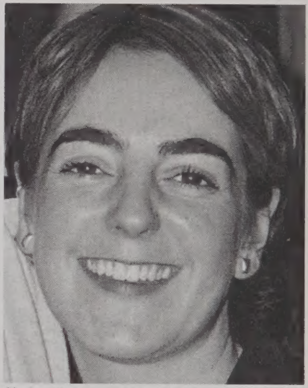
IDC West in Mountain View, Calif., has hired **Lee Allen** as research manager tracking the semiconductor market as it relates to consumer devices. He was previously a senior analyst in the U.S.-based Corporate Strategy Group of the Japanese company NTT DoCoMo. He holds a B.S. in managerial psychology from the Massachusetts Institute of Technology and an M.S. in corporate strategy/international management from MIT's Sloan School. A jazz and pop pianist, he also enjoys composing and arranging music and digital/MIDI recording.

Previously a senior media analyst with LexisNexis, **Jeffrey Berman** joins Bio•IT World's *Health•IT World* online publication in Framingham, Mass., as a reporter. He holds a B.A. in English with a minor in writing from Hartwick College in Oneonta, N.Y., and enjoys reading, golf and outdoor activities.

Hal Mentlik joins InfoWorld as regional sales manager — based in the company's Paramus, N.J., office — covering the New England states and the Upper Midwest. He was previously an account director with CMP Media where he also sold for *CRN*, *Information Week* and *Network Computing*. While at CMP, he was "inducted" into the $20 million sales club. A graduate of the New York Institute of Technology in Old Westbury, N.Y., he holds a B.F.A. in communication arts. He enjoys skiing in the winter and golfing in the summer — and recently broke 90 on the course.

All business units are welcome to send information to world_update@idg.com.

IDG Global Solutions' Helen Lawson seeks donations for Bolivian orphanage



Helen Lawson *is hoping to spend six months working with children in a Bolivian orphanage.*

It's a long way from Staines, U.K., to Cochabamba, Bolivia. And an even bigger leap from the modern air-conditioned offices of her clients to an orphanage in the semi-tropical central Bolivian highlands. But it's a journey **Helen Lawson**, senior manager, International Sales, at IDG Global Solutions U.K. is eager to take.

Lawson, who has been with IGS for 3 1/2 years, will leave her job next month to begin what she hopes will be a six-month stint working — and playing — with the 160 children living at an orphanage in Cochabamba. Although she will spend a part of each day assisting the full-time English teachers, Lawson said much of time will also be spent just having fun. "There is a great deal of emphasis put on ensuring that the children are happy and giving them the opportunity to enjoy life after their sad and painful beginnings. So for a lot of the time, I will be playing, painting, singing, dancing, playing sports and generally making a bit of an idiot of myself!" Lawson said.

Working with a company that specializes in training and overseas volunteer programs (www.i-to-i.com) Lawson said she choose Bolivia for its natural beauty and the depth of its need. "Despite really enjoying my job and my life here, I want to do something that feels more spiritually nourishing," she explained. "I fell in love with South America a few years ago while on vacation. I love children, want to work with people in need and have a passion for travel. This opportunity seemed to be everything I was looking for."

But Lawson's selfless journey does not come without a price tag. Volunteers are required to pay their own way, including air fare, training costs and living expenses. They are also encouraged to do extra fundraising in order to be able to purchase the pencils, paints, paper and simple toys that are in such short supply at the orphanage.

To help meet her goal of raising £3,000 (US$4,800), Lawson will undertake a 22-mile cycling trip along the banks of the Thames River for which she is seeking sponsors. Anyone interested in making a pledge may contact Lawson at helen_lawson@idg.com. Donations may be sent to her at IDG Global Solutions, 29/31 Kingston Road, Staines, Middlesex TW18 4LH, U.K. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Carolyn Medeiros *Computerworld*

19

Judy Sutter *PC World*

18

Hans Weber *IDG Germany*

17

Chris Cuoco *CXO Media*
Don Kennedy *IDG Australia*
David Hill *IDG International Publishing Services*
David Bromley *IDG World Update*

16

Sandra Kupiec *Network World*

15

Megan Santosus *CXO Media*
ike Malone *IDG*
Nancy Sheehan *IDG*
Phyllis Borden *IDC*
John Cox *Network World*

14

Heinrich Vaske *IDG Germany*
Simon Salamon *IDC*
Brad Christenson *IDC*

13

Lisa Ladle-Wallace *Computerworld*
Sven-Erik Remmare *IDG Sweden*

12

Nancy Newkirk *IDG*
Bobbie Cruse *Network World*
Patrice Desmedt *IDG France*

10

Lafe Low *CXO Media*
Miriam Wiley *IDG New Zealand*
Theirry Parisot *IDG France*
Frank Froma *IDG Netherlands*

9

Piper Fowler Sheer *Computerworld*
Alice Dragoon Leightheiser *CXO Media*
Theres Delking *IDG Sweden*
Pamela Burchard *Connell Communications*

8

Chris Koch *CXO Media*
Tim Horgan *CXO Media*
Mike McPhee *CXO Media*
Tony Stagnitta *IDG Australia*
Stefan Bohlin *IDG Sweden*
Gemma Dietrich *IDC*
Danielle Levitas *IDC*

7

Joan Bonadeo *CXO Media*
Joel Åsblom *IDG Sweden*
Andrew Hub *IDG Communications*
Michael Cousins *IDC*
Junya Onuma *IDG Japan*

6

Stephanie Roy *CXO Media*
Louise Cupelli *CXO Media*
Mark Hall *CXO Media*
Sandra Buckton *IDG Australia*
Pia Vaattovaara *IDG Sweden*
Katerina Jandova *IDG Czech*
Mark Cribbens *IDC New Zealand*
Christopher Dawe *IDC*
Paul Strauss *IDC*
Kevin Tutt *IDG New Zealand*
Cindy Panzera *Network World*
Toshiyuki Higuchi *IDG Japan*

5

Kathleen Carr *CXO Media*
Christine Gould *IDG Australia*
Zhou Xu *IDG Asia*
Marie Sörberg *IDG Sweden*
Amy Mizoras *IDC*
Christina Casey *IDC*
Hillary Freeley *Network World*

4

Julie Quinn *Computerworld*
Mark Hall *Computerworld*
Jay Turner *IDG Entertainment*
Jennifer DeGraff *IDG Entertainment*
Mike Udabage *IDG Australia*
Torgny Palm *IDG Sweden*
Rafael Iglesias *PC World Latin America*
Eva Mendlova *IDG Czech*
Joel Martin *IDC Australia*
Kathy Benson *IDC Australia*
Robert Rosenthal *IDC*
Brian Hoenig *IDC*
Cushing Anderson *IDC*
James Hutson *PC World*
Kalpana Narayanamurthi *PC World*
Lisa Mireles *PC World*
Mary Zones *PC World*
Elenita Pelayo *IDC Philippines*
Jonny Evans *Macworld U.K.*
Sandra Edwards *IT World Canada*
Rob Groot *IDG Netherlands*
Alex Timmers *IDG Netherlands*
Guido van de Anker *IDG Netherlands*
Kevin Gillespie *Connell Communications*

3

Markus Pilzweger *IDG Germany*
Lori Piscatelli Scanlon *CXO Media*
Maureen Welsh *CXO Media*
Jon Frappier *CXO Media*
Rachel Barnett *CXO Media*
Deanne McIntosh *IDG Australia*
Doug Jeans *IDG Australia*
Debra Camerato *IDG World Expo*
Petr Vopalecky *IDG Czech*
Cindy Sim *IDC Australia*
Tiffany Kelly *IDC Australia*
Charles Kolodgy *IDC*
Susan Kevorkian *IDC*
Lynndal Daniels *InfoWorld*
Jennifer Steele *Mac Publishing*
Gregory Cusack *Network World*
Jami Thompson *Network World*
Laurent Courcoul *IDG France*
Guillermo Lopez *IDG Spain*
Carly Suppa *IT World Canada*
Paul Withington *IDC U.K.*
Sunita Binda *IDG Netherlands*
Rogier Mostert *IDG Netherlands*

2

Ann-Marie Taylor *IDG Entertainment*
Chris Kobran *IDG Entertainment*
Darrell Baker *IDG World Expo*
Petr Jedlicka *IDG Czech*
Hazmi Yusof *IDC Malaysia*
Stephanie Liu *IDC China*
Tai Vo *IT World Canada*
Rineke Sloetjes *IDG Netherlands*
Jeanine Menes *IDG Netherlands*
Akikazu Mihashi *IDG Japan*

1

Debbie Winders *IDG Entertainment*
Jasmin Dave *IDG Entertainment*
Suzanne Lee *IDG Entertainment*
Chris Nolan *CXO Media*
John Amato *CXO Media*
Chris Bernardi *CXO Media*
Jane Hylands *IDG Australia*
Michael Shirer *IDC*
Adam Reeves *IDC*
Maria Montalvo *InfoWorld*
Robert Downer, Jr. *IDG Central Services*
Cara Tan *IDG Hong Kong*
Hiroyuki Ikawa *IDC Japan*
Asia Sotirova *IDG Bulgaria*
Jim McNamara *IDC U.K.*
Christoph Häfliger *IDG Switzerland*
Edwin Feldman *IDG Netherlands*
Yuri Kito *IDG Japan*
Masako Ito *IDG Japan*
Catherine Mackay *Connell Communications*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Christian A. Christiansen

Home
Georgetown, Mass.

Joined IDC
April 1, 1991, Research Director, Commercial Systems

Current title
Program VP of Security Products and Infrastructure Software Overview. We research security products in both the hardware and software market. We also analyze security products within the wider world of software infrastructure.

Best part of your job
Travel to some of the World's Most Hazardous Cities.

Latest accomplishment
Teaching the cat to walk on a leash.

What's kept you at IDC for 10 years?
Fun research, wacky customers, cool travel, great friends and sound management.

Best compliment you've ever received on your work?
Based on my work, customers have said that they bought a condo at Aspen, put a big down payment on a house in the Hamptons and got their company funded.

Best piece of advice you've ever received?
Free advice is only worth as much as you paid for it.

Person from whom you've learned most about leadership?
Ghengis Khan

Interests outside the office
Skiing, snowboarding, windsurfing, Travel to Dangerous Places, and walking the cat.

Favorite Web site
Slashdot

Dream destination
Sri Lanka

Fantasy job
Marine biologist specializing in plankton.

Five people — living or dead — you'd invite to a dinner party
My wife Amy, Alice Cooper, Hunter S. Thompson, Torquemada and Groucho Marx.

As a kid, what did you want to be when you grew up?
Rally car driver and/or crash test dummy.

First job
Blowing up balloons and dodging darts in a carnival side show.

*IDC's **Chris Christiansen** (right) was the guest of IDG Chairman **Pat McGovern** at a dinner at Boston's Ritz-Carlton in honor of his 10 years of service.*

What disc is in your CD player right now?
"Veni, Vidi, Vicious" by The Hives

Favorite movie of all time
The Fifth Element

Pets
Cats are Pixel and Patches. Fish include Willy, Wonka, Groucho, Harpo, Zippo, Mo, Larry, Curley, Shemp, Ghengis, Woz, Hunter, Thompson and Catfood.

What book is on your nightstand
Hacking Exposed by Joel Scambray, Stuart McClure and George Kurtz

Favorite thing to do that doesn't cost any money
Windsurfing

Favorite vacation spot?
The Columbia River Gorge in Oregon

If you won the lottery tomorrow, you would
Buy a personal spacecraft or ride with the Russians into space.

Retirement dreams?
White water rafting guide in Lapland

Manager's profile
"Chris has been an invaluable resource to the Software Research Group. Several years ago, I gave him the challenge of creating the best security software research anywhere. He has certainly delivered — our customers tell us so!"

— Paul Mason, group vice president, Infrastructure Software Research, IDC

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Claudia Cavelleri	*IDG Italy*
Cristina Defendi	*IDC Brazil*
Lucy Sheehan	*IDG*
Karen Weston	*IDC*
Teng Fang Yih	*IDG Singapore*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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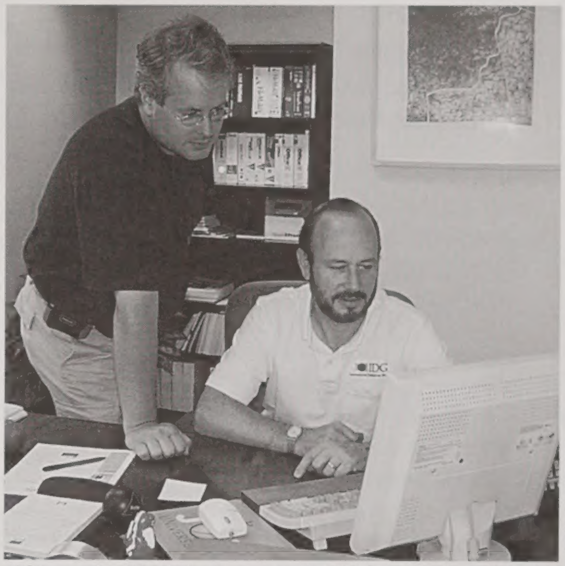
IPS, CSG IS make strides handling corporate-wide IT, Web functions

If you have a question about a corporate Notes database, want to have your group's event included on IDG.com's home page, or need to fix a problem with remote access to IDG systems, read on to find out who can help with those and other corporate-wide IT and Web site issues. During the past four months IDG's Corporate IS group in Framingham, Mass., and the IS team at IDG International Publishing Services (IPS) in Boston have taken on most of the responsibilities previously handled by the now-closed IDG Global Communications group in San Mateo, Calif. Several new initiatives have already been completed, such as a better spam-filtering service and the reinvention of IDG.net, and more are on the way.

The new projects and the transition of many back-office corporate IS functions have been parceled out between teams led by IS Director **Nancy Newkirk** and IPS VP/IT **Morris Effron**. IDG Chief Financial Of-

continued on page 4


JEAN GASBARRO

*IDG International Publishing Services Senior Web Developer **Donald Botts** (left) and IPS VP/IT **Morris Effron** check the design changes for IDG.com.*

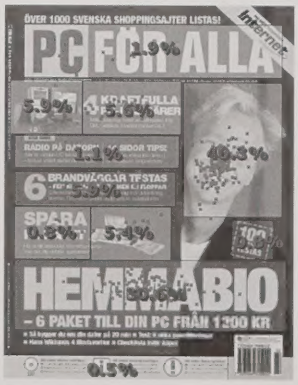
Anti-spam filter gets a workout

Late last month the spam filtering system now being used by the Corporate Support Group's IS team (read more on p. 4) was averaging more than 1,000 idg.com domain e-mails quarantined a day that were affected by the "sobig" virus. Before the "sobig" virus appeared, the system received an average of 10 or 15 virus e-mails per day.

Inexpensive Web survey helps Swedish team improve covers

PC for Alla readers can expect to see a lot more neon on their favorite publication's cover thanks to the results of a recent online survey that evolved from an inquiry by two university students looking for guidance on a class project. The survey yielded other useful information that Editorial Chief **Fredrik Agrén** said his team will use to make improvements to the six-year-old market leading monthly's cover. And best of all, the survey cost nothing, is re-usable, customizable and can be adopted by other interested IDG companies.

Agrén said the students, who were studying computer technology at the Royal Technical University in Stockholm, approached him at the beginning of the year for help with an idea for a final project. "I had been thinking about using our Web site for some online surveys, so I gave them the idea of creating this tool and told them I could help them reach enough participants to make their project valid."



Readers' eyes were overwhelmingly drawn to the photo of a local celebrity on this test cover.

The survey, which was posted on the *PC for Alla* site (http://pcforalla.idg.se), depicted three different magazine covers — *PC for Alla* with a large image of a printer, *PC for Alla* with a well-known celebrity's face, and a non-IT lifestyle magazine with a woman on the cover. The lifestyle magazine was used as a reference, Agrén explained, to determine where *PC for Alla*'s technical readers would click when exposed to something unexpected. Participants were asked to respond to several instructions by simply clicking on the appropriate area of the cover:

- Click where your eye first lands.

continued on page 5

IDG Photo Calendar Contest by the numbers

500

Number of dollar bills being given away in this year's contest.

20

Number of years the calendar has been produced.

12

Number of employees whose photos will grace the pages of next year's calendar.

11

Number of days remaining to send your photos for this year's contest.

For more details, see page 8.

newsworthy in brief

Computerworld/CIO product line meetings set for October in N.Y.

The Computerworld and CIO Global Product Support Centers (GPSC) will hold meetings Oct. 2-4 in New York City. To date, 69 attendees representing 22 countries are registered for the meetings. The first day's agenda will feature joint CW/CIO presentations that deal with broad issues of interest to enterprise IT. During the following two days, each GPSC will hold sessions focused on the particular concerns of the two product lines.

Several goals have been established for the meeting:

- To share ideas and information that will help individual publications and Web sites improve the quality and success of their brand.
- To provide information about the marketplace that will enhance decision-making.
- To explore opportunities to develop multinational initiatives that can increase revenue opportunities.

Anyone wishing to register for the meetings or needing more information may contact IDG Australia Managing Director **Don Kennedy** at don_kennedy@idg.com.au or CIO Australia Vice President **Linda Kennedy** at linda_kennedy@idg.com.au.

New visa requirements affect IDG business travelers to the U.S.

As of Oct. 1, the U.S. will implement changes to its visa program that will affect IDG employees wishing to visit the U.S. for business purposes.

Beginning Oct. 1, travelers participating in the U.S. Visa Waiver Program must present a machine-readable passport at the U.S. port of entry to enter the U.S. without a visa. Travelers without a machine-readable passport will be required to have a nonimmigrant visa. This change pertains to all categories of passports — regular, diplomatic and official — when the traveler is seeking to enter the U.S. for B-1/B-2 purposes.

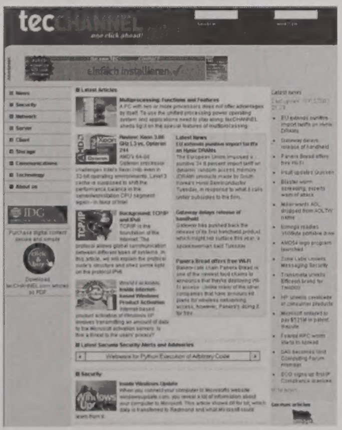
Of particular note, representatives of the foreign press, radio, film or other information media require a nonimmigrant Media (I) visa and cannot travel to the U.S. using the Visa Waiver Program.

Countries listed as participating in the Visa Waiver Program include, among others: Australia, Belgium. Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Japan, Liechtenstein, the Netherlands, New Zealand, Norway, Portugal, Singapore, Slovenia, Spain, Sweden, Switzerland and the U.K.

For more information visit http://travel.state.gov/vwp.html.

English-language version of German news site increases visibility, ad dollars

Looking to attract more advertiser Euros and broaden its reader base, tecChannel (www.tecchannel.de), IDG Interactive's German-language site of tech-savvy news, reviews and IT industry trends, recently launched an English-language version at www.tecChannel.com. In its first month the site drew 66,229 distinct visitors and 430,269 page views.



"TecChannel.com increases the international visibility of tecChannel," said **Frank Klinkenberg**, publishing director of Munich-based IDG Interactive. "With the new site, international media buyers easily get more market reach in the target group of highly technically oriented computer and communications professionals in the business-to-business segment."

"It is the perfect supplement to www.tecChannel.de," said tecChannel.de Editor-in-chief **Michael Eckert**. "We have been publishing single articles in English since 1999 and received very favorable feedback. Now we have responded to the requests of our English readers and the IT industry by making our content available in a direct and comprehensive way."

According to Klinkenberg, marketing managers of international companies located outside of Germany are not able to read the German content of tecChannel.de. "It was difficult for our sales staff to explain the content to them and what made tecChannel.de unique," he said. "At tecChannel.com they now have a short summary of what tecChannel.de and the brand tecChannel is."

While there are nearly 1,700 articles and more than 12,000 news stories at the German-language tecChannel.de, stories at tecChannel.com are largely non-localized, in-depth technical articles, reviews and IT background pieces with a long lifespan. While the site does have a small daily news section consisting largely of breaking IT news from the IDG News Service, Klinkenberg said tecChannel.com "is more like a knowledge base than [a news site] with time-critical articles. There are only a few publications on the Web that describe new technologies in the detail that tecChannel does. There is a big audience in Germany that wants to read highly technical articles, and we think there is an international demand for it as well." Two to three new articles are added weekly, chosen by Deputy Editor-in-chief **Albert Lauchner**.

TecChannel.com took one translator, an editor and a webmaster approximately four months to develop. The site is promoted largely through links to other sites, including the IDG News Service and international IDG publications. Keywords are optimized to be found by search engines. For other IDG business units considering creating English-language sites, Klinkenberg recommended that they avoid appearing to be competing with other English-language IDG sites. "They can do a better job in their local market," he said. "You must find the idea that fits to your own native site but does not conflict with local IDG sites worldwide. That will be contraproductive to IDG and your own business unit, too."

one on one the interview

David Korse

The president of IDG World Expo is this week's guest columnist. Reach him at david_korse@idg.com.

Q Will IDG World Expo partner with other IDG business units to develop new events?

A World Expo is in a unique position as an event organizer, since we have the ability to utilize the resources of other IDG business units to our mutual advantage. We can turn to our IDG colleagues for the industry knowledge and relationships necessary to develop the right content and to position events correctly in the marketplace. At the same time, we'll contribute our own team with the skills and experience to produce exceptional face-to-face events. Done properly, this is a 1+1=3 proposition.

This past summer we began brainstorming joint venture and cooperative opportunities with our fellow IDG business units, and we've made some good progress. We recently completed a formal agreement with Bio•IT World, whereby we will jointly produce BioITWorld Conference & Expo and its related events. We each contribute staff time in our areas of expertise, and we'll split gross profits equally. We are also finalizing concept meetings with InfoWorld to potentially launch a series of "roadshow" events that will bring enterprise solutions to mid-size companies, and we're having similar conversations with Mac Publishing. I hope this is just the beginning!

Q What trends do you see emerging for IT events? Will mega-shows like Comdex rebound?

A In the mid- to late 1990s, most event marketers were looking for branding opportunities, awareness, visibility and mind share. In today's economy, their primary objectives center on demand generation. Our clients care more about the quality of face-to-face contact than the quantity. While they still like to see lots of attendees, it is more important that those they do see are qualified to buy. As a result, smaller, vertical events are generally considered more effective by most of our clients and prospects.

For IDG World Expo, our mission remains essentially unchanged since we have focused on vertical events for many years. Our challenge now is to execute more effectively than ever. We must continue adding measurable value in the form of qualified attendees to build on our events' success.

Q What is your opinion of the trend toward auditing trade show attendance?

A I have been a major proponent of attendance auditing for some time. My last company, Imark Communications, was the first national IT event organizer to audit its entire portfolio of events. Shortly after I arrived at IDG World Expo, we announced that we will also audit all of our events moving forward. It is extremely important to back up visitor claims and demonstrate the quality and quantity of trade attendees. Just as a sales representative from a publication has an easier time selling advertising into a publication with an an audited circulation, we also expect that auditing our attendance numbers will give us a competitive advantage — at least until the rest of our competitors follow suit.

> *"We expect that auditing our attendance numbers will give us a competitive advantage – at least until the rest of our competitors follow suit."*

Q In June, IDG World Expo launched its first conference-only event, BiometricsWorld. Do you plan to expand your lineup of smaller conference-only events?

A BiometricsWorld exceeded our expectations. We projected 75 qualified attendees and were excited when 150 showed up. We will hold a similar event in London this month and are planning the third in the series for New York City in November.

Based on the success of BiometricsWorld, we expect that the launch of content-focused events will become a preferred method of new product development for us. Logistically, conference-based events require a shorter time-to-market. While the launch of a new expo event would normally require a lead-time of 10 to 12 months, we executed our first BiometricsWorld event in only six weeks. Also, by providing in-depth educational content and "need-to-have" information, we are able to attract a highly qualified audience of attendees. Once we have demonstrated to the market that we can deliver the right audience, it becomes easier to sell exhibit space and sponsorships for subsequent events. Ideally, each of these smaller conferences will grow up into larger events with an expo component by the third or fourth presentation.

Q What are the top three challenges facing IDG World Expo as we begin the new fiscal year?

A We have agreed to three prioritized objectives for fiscal year 2004: protect our base business, grow our base business and develop new business. Obviously, we will endeavor to do all three, but today's challenging economy requires that we focus most of our efforts on the first objective. Stabilizing our existing portfolio products is crucial in order to return to positive growth. We recently reorganized our company structure so that our event teams have more ownership of their portfolios and can focus more closely on the specific markets they serve. We'll continue to aggressively look for new launch ideas, but our focus will remain primarily on our existing brands for the short term.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

IPS contacts for Web issues

IPS VP/IT **Morris Effron** has overall responsibility for the design and operation of IDG.com, IDG.net, IDG Central, IDGcia.com and the IDG White Paper Library. IPS Senior Web Developer **Donald Botts** handles technology choices and implementation. IPS Corporate Communications Assistant **Jennifer Campia** posts content on idg.com. IPS Office Coordinator **Hara Stein** supports content for idgcia.com and idgcentral.com, along with providing logins for both. However, to get answers to questions or problems, e-mail should be directed as follows:

- For idg.com and idg.net: send to idgcorpcom@idg.com.
- For idgcentral: send to idgcentral@idg.com.
- For idgcia: send to idgcia@idg.com.
- For logins to idgcentral and idgcia: go to the website and click on "Request a Login ID."

More dollars saved

To accommodate relocated equipment, the Corporate Support Group (CSG)'s IS team was able to use a relatively empty computer room that was inherited after IDC moved its computer room to another building, so no new facility needed to be built.

Little additional funding will be spent on personnel as a result of CSG IS' new responsibilities. One former Global Comm employee, IS Director **Glenys Mercado**, has stayed on board and will be relocating to Framingham in early September. Formerly based in Boston, IDG Corporate Support Center Network Manager **Brian Smyers** will now be full-time in Framingham, and one-entry level person will be hired in Framingham to do administrative work.

IPS, IS

continued from page 1

ficer **Ted Bloom** estimates that by early next year, IDG will have realized more than a million dollars in savings as a result of increased efficiencies, consolidations, staffing changes and the redesign and simplification of the idg.net site.

Here's an update on various IT functions and Web activities that have a pan-IDG impact.

Several IPS staff members are responsible for tasks related to the following sites. For contact information see sidebar at left.

IDG.net

Previously a high-maintenance, deeply layered gateway to IDG's U.S. Web sites, IDG.net has been reconstituted as a Google-like search site that streamlines and expands the presentation of IDG's online content, thereby driving traffic more directly to IDG Web sites. IDG.net uses a new search engine technology that sends a centrally submitted query out to all affiliated Web sites, then aggregates, ranks and presents the results. The results presented — headline and abstract — link directly to the source IDG web site. The initial version of the new IDG.net gathers search results from all IDG U.S. technology Web sites.

In the future, IDG.net will add more IDG web sites – both English and non-English language sites — to its search set. Extensions to the technology behind IDG.net will enable any affiliated IDG Web site to take a local search request and return targeted results from across all of IDG. Furthermore, the growing use of "push" technology feeds by IDG Web sites enables sites to cross-link to one another, again exposing more relevant IDG content on any given IDG site and promoting traffic within the community of IDG Web sites. IDG.net will be exploiting these feeds to make more IDG content available on the site while continuing to direct traffic to the source sites.

IDG.com

IDG's public corporate site has been streamlined and reconfigured to highlight the new IDG-wide content search capability of idg.net. Further changes await the hiring of a new IDG Corporate Communications director.

IDG Central and IDGcia.com

A review of the goals and design of http://idgcentral.com, IDG's intranet portal to all the company's private online resources, is in the works, as is a re-evaluation of idgcia.com, IDG's intranet for the sharing of customer intelligence.

IDG White Paper Library

This online resource, which launched earlier this year, pools vendor white papers obtained via sponsorship sales by participating IDG units and makes that repository available for search on participating Web sites. Revenues are shared among the participating business units. It has been redeveloped on a new software platform. IPS is ready to resume helping IDG business units sell and extend this alternative to Bitpipe, an outside syndicator of IT content.

The CSG IS group has taken on the following responsibilities, among others:

Spam filtering

As of July 3, a service from Postini has been used to filter spam for incoming Internet idg.com domain e-mail. According to Newkirk, the new service has been extremely successful. There are approximately 25,000 inbound e-mails a day to the approximately 290 employees who use the idg.com domain, and Postini is filtering 90% of that mail as spam or containing an invalid address. For questions or problems contact the IS group's support line at 508-935-4626 or e-mail idgcsgmail@idg.com. Newkirk has signed a global pricing agreement with Postini, which is available to all IDG business units. Computerworld and IDG Entertainment had previously used Postini for their e-mail domains and continue to do so, PC World and IDG Ventures have signed on since July, and several other business units are evaluating the service. Contact Newkirk for contract details.

Notes databases

The globalhub server, which is the hub for replication of dozens of corporate Notes databases such as the company's Name and Address Book, the online IDG Directory (also found at www.idgdirectory.com), the IDG News Service, etc., is now based in Framingham. For questions or problems contact the IS group's support line at 508-935-4626 or e-mail idgcsgmail@idg.com.

PAL services/MCI dial-up Internet access

This is an Internet dial-up access service used to access IDG systems or e-mail. Over the next few months the IS group will be looking at a new cost structure to try to simplify internal billings. Employees who are currently signed up for the service will be getting e-mails related to potential changes. For more information call 508-935-4626 or e-mail idgcsgmail@idg.com.

Newkirk is managing the relationship with MCI for the IDG U.S. master contract; contact her for details.

For more information contact Nancy Newkirk at nancy_newkirk@idg.com or Morris Effron at morris_effron@idg.com.

September 1, 2003

Newsstand Associate (GMG)

IDG Entertainment, publisher of GamePro magazine, the third largest male teen magazine in America, Code Vault and GamePro.com is seeking a Newsstand Associate. The Newsstand Associate will provide administrative, statistical, and research support to increase single copy sales, manage the direct single copy distribution channels, including retail, and specialty store accounts, and act as liaison with the national distributor on newsstand channel distribution. Responsibilities include planning, promotion development, financial analysis, and budgeting. Qualified candidates will have 2+ years experience in single copy sales, preferably in consumer publishing. Electronic gaming or consumer publishing experience a plus. Candidates should be creative, efficient, and organized with excellent written/verbal communication skills. PC proficiency in Excel and Word, strong financial and analytical skills, and the ability to handle/prioritize multiple tasks in a fast-paced environment are a must. BA/BS or equivalent experience preferred. For consideration, please send your resume, cover letter and salary requirements to: **Kristin Shackelford, HR Specialist, IDG Entertainment, 555 12th St, Ste. 1100, Oakland, CA 94607; Fax: (510) 768-2701. To submit your resume electronically, please email to: jobs@gamepro.com--you MUST list Newsstand Associate as the subject heading**. ***Location: Oakland CA***
Contact: K. Shackelford, Fax: 510-768-2701, Email: jobs@gamepro.com

Jr. Staff Accountant (IDC)

IDC, the research and consulting division of IDG, is seeking a motivated accounting professional to join the IDC Corporate Finance Group based in Framingham, MA. This position is part of a collaborative team that is responsible for IDC's accounting and financial analysis functions. As a member of this team you will have ownership on pieces of the accounting process and also have access to learn and grow in new areas. The key responsibilities include the processing of accounts payable, weekly billing, balance sheet reconciliations, and assisting with monthly and year-end closings. In addition, there are frequent interactions with internal and external clients. The client relationship piece is a critical part of this role. **Please see idc.com for a full description**.
Location: Framingham – MA
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Human Resources Manager (IDC)

IDC is seeking a strong contributor who is highly organized and decisive. If you are a high-energy HR generalist who is able to support a large client base in a fast paced high tech organization please read on. The person for this role must have at least 12- 15 years of HR generalist experience with the ability to independently handle all recruiting, customer service, ER and OD for their client base. This person should have some specialty experience in Compensation and Benefits as well as be detail oriented and able to manage multiple projects at one time. This role requires a Bachelor's degree and superior written and verbal communication skills. The ability to present and travel is required for this role. This position will work with a collaborative and genuine HR team and will have a lot of autonomy over projects and the ability to share ideas. ***Location: Framingham – MA***
Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4266, Email: dbernardi@idc.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Domino/Web Developer (IPS)

IDG International Publishing Services is seeking an application developer with strong skills and experience in Domino and Domino-based web development. The position will be responsible for optimizing internal workflow applications, adding new features and services to numerous existing intranet and public websites, and developing wholly new sites and services. They will also be a key member of the team building internal and external content exchange systems for IDG. The ideal candidate will be fluent in R5/6 Lotuscript and HTML, and have a good hands-on knowledge of DHTML, CSS and Javascript. Additionally, candidates should have 3 years Notes/Domino application development experience, 2 years Domino web application development, 2 years general web development (HTML/DHTML, Javascript) and 5 years general application development (VB preferred). A college degree is required. ***Location: Boston – MA***
Contact: M. Effron, Fax: 617-423-0712, Email: morris_effron@idg.com

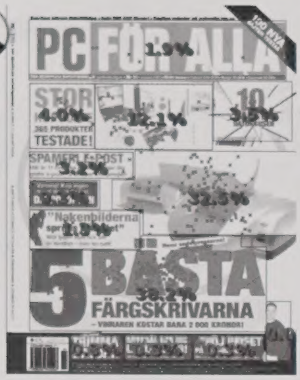
Director of Inside Sales (NWW)

Network World, is seeking a dynamic and innovative sales manager to lead our successful high-end Classified sales team. Your goal will be to exceed projected revenue quotas and goals for the back of the book and the high end classified print advertising division. In addition to managing and growing existing accounts, you will be responsible for forecasting accuracy, budgeting, developing and motivating an inside sales staff, creating programs to generate new leads and exploring new and creative approaches for increasing revenues. The ideal candidate should excel in making independent decisions, and be able to successfully work in a collaborative sales environment. Prior sales experience with a minimum of 2 years of inside sales management strongly preferred. Must possess an understanding of small space advertising and have experience working with lead generation. Familiarity with high tech industry, and publishing knowledge a plus. Excellent organizational, oral and written communication and strong negotiation skills required.
Location: Southborough, MA
Contact E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Human Resources Assistant/Coordinator (PCW)

We are looking for an intelligent, energetic individual to provide HR assistance to multiple IDG business units. He/she will support the HR department in all its functions, with specific responsibility for job posting, resume tracking, recruitment support, payroll processing, data entry and report generation, time and attendance tracking, and coordination of training programs. The HR Assistant/Coordinator will be the 'first face' of HR, needing to respond swiftly and accurately to employee questions and concerns. This approachable, responsive and detail-oriented person should have a Bachelor's degree or equivalent with 2 years HR experience. MS Office computer experience and stellar organizational, interpersonal and communication skills are a must.
Location: San Francisco – CA
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG



The large headline at the bottom of this cover drew more interest than the product photo.

Survey participants were also asked to chose the magazine they were most likely to pick up by clicking on its cover on this simulated newsstand.

Web survey

continued from page 1

- Click on the most interesting subject.
- Click on the area you find most unclear.

In addition to the covers, participants were shown a picture of a newsstand featuring various IT magazines and asked to click on the title they would be most likely to pick up.

Agren

"This experiment was truly interesting," Agrén noted, "as it really showed what makes a magazine stick out, which often makes buyers look at the content more closely and hopefully buy it."

The survey remained on the site for approximately one week, and Agrén said they had a goal of attracting 200 participants. Before they could take it down, almost twice that many — 372 — people had weighed in. In addition to answering the questions about the covers, participants were asked to supply their age and gender. Agrén said they also tracked how much time was needed for participants to answer each question.

> *"This experiment was truly interesting as it really showed what makes a magazine stick out, which often makes buyers look at the content more closely and hopefully buy it."*

Among the conclusions drawn from this survey:

- Neon colors draw the eye.
- Large headlines attract more attention.
- Faces — especially female ones — attract the eye to them (and away from the headlines).
- *PC for Alla* should feature multiple subjects and headlines on its covers as readers' interest vary greatly.
- The first item noticed is not always what sells the magazine.

Agren said that the survey results will prompt some changes, such as the increased use of bright neon colors in headlines; prevent some others, such as running with a single large headline, which Agrén said the results indicate would be a mistake; and confirm that in other respects, such as their use of multiple headlines on the cover, they are already providing readers with what they want.

Other IDG editors interested in learning more about the survey or wishing to use the Web-based tool for their own surveys may contact Agrén at fredrik.agren@idg.se.

on the job

Superior service helps *CW Norge* sales rep keep clients happy

Computerworld Norge's ***Terje Edwardsen*** *says his biggest tasks are "keeping the sales volume up and increasing value for the clients — plus making sure they're happy."*

Terje Edwardsen does a lot of reading at work. Not only does the *Computerworld Norge* senior ad sales representative read the local business press to see what they're saying about his clients — IBM and Microsoft are the largest of his 160 client firms — but to do his job well he said one needs "the ability to read other people's needs — and then deliver."

A typical day starts with Edwardsen reading through publications for client mentions and to see where they are advertising other than in *CW Norge*. He then makes sure his existing sales projects are progressing as planned.

Half of his working day is spent in what he calls "direct sales contracting," meaning he "makes deals on future projects or future ad campaigns. I seldom contact a client without having a good idea to sell to them in order to get a commitment from them," he said.

In a small market with scarce resources, one successful tack Edwardsen has taken is to arrange small creative sessions with clients to help them produce their ads — as long as the ads run in *CW Norge*, of course. He has also helped clients find competent sales and marketing people. And when Microsoft Norway wanted to quickly release Windows XP but only had an English-language version of the user manual, Edwardsen brought in a talented translator – and more than US$55,000 in ad revenue for *CW Norge*.

Edwardsen joined IDG three years ago from a now-folded competitor. According to Managing Director **Morten Hansen**, Edwardsen was the first sales rep to achieve his sales goals in his first month, thanks largely to bringing former clients over to IDG.

During these tough times in the IT arena, "it's the personal, one-on-one client contact that gives me the best results," he said. Hansen concurred. "Maybe the most important — and the most basic — tool Terje uses is to always stay 100% available to his clients."

noteworthy people

Davies

Selby

Jiang

New employees

Alan Elworthy has joined IDC in Framingham, Mass., as a sales rep/major financials. He was previously a sales manager at Fastenal Co. Alan has a B.A. in economics from Worcester (Mass.) State College and enjoys working out and playing basketball.

Joe Sabol joins *InfoWorld* as the weekly's national online sales director. Based in New Jersey, he was previously East Coast sales director for AvantGo and managed sales opportunities for the firm's Mobile Advertising platform. He holds a B.A. in finance from Hofstra University in Hempstead, N.Y. A golfer and wrestling coach, he is also the proud father of Logan, born this February.

Warwick Davies is IDG World Expo's group show director for its Macworld and LinuxWorld events. He was previously with DCI, where he worked as VP, Expositions and International Business Development. Warwick holds a B.S. in economics from Boston's Northeastern University. He has completed international business coursework and an internship from Boston University in London and international political science coursework and an internship from Northeastern University, also in London. An avid soccer player and observer, he tries to read several books a month and keep his foreign language skills (German, French, Dutch and some Italian) sharp.

Previously a senior program manager with MC Communications, **Jennifer LaFond** is now group show director with IDG World Expo in Framingham, handling the Bio-IT World and Biometrics events. She has a B.S. in marketing and communications from the Fashion Institute of Technology in New York City. Away from her desk she enjoys skiing.

New roles

IDG World Expo Director of Public Relations **Brooke Selby** has been named group show director for COMNET Conference & Expo and Portable Power Conference & Expo. "We're very excited to have Brooke assume these new responsibilities and to bring the same level of professionalism and enthusiasm to her new role as she has demonstrated in the performance of all her assignments since she's been with the company," said IDG World Expo President **David Korse**.

Returning employees

Jiang Yanqing has joined IDG China's *Telecom World* magazine as executive publisher. She previously spent eight years at *Telecom Industry News*, a leading newspaper in China, most recently as editor-in-chief. Earlier in her career Yanqing worked in the general editorial office of *China Computer-world* from 1990 to 1992. She has a B.A. in Chinese language from Hunan Xiangtan University and enjoys shopping.

Send Noteworthy information to world_update@idg.com.

IDC Mountain View staff go through hoops to benefit AIDS group

JOAN YOUNG

Software Engineer/Worldwide Quarterly PC Tracker ***Sreenath Kurakula*** *(second from left), who finished as tournament champion, joins (l-r): Vice President/Industry Major Accounts* ***Freeman Bradley****, Program Vice President/Semiconductor Research* ***Mario Morales****, Desktop & Systems Support* ***Mike Cole*** *and Analyst/Worldwide Quarterly PC Tracker* ***Jim O'Brien****.*

A civilized game of croquet isn't usually in the same league as a marathon, but IDC's **Jim O'Brien** has embraced both as a way to fundraise for the San Francisco AIDS Foundation. Jim, an analyst for the Worldwide Quarterly PC Tracker team, organized a croquet tournament last month and recruited a dozen of his colleagues at IDC's Mountain View, Calif., office to play at a makeshift course on the company grounds. He nudged his workmates to raise more than just the $10 entry fee, and the group responded, raising $1,436, which included contributions from IDG's Matching Gifts Program.

In December, Jim will compete in the Honolulu Marathon as another way to benefit the San Francisco AIDS Foundation, which supports local services and prevention programs and also supports treatment access in the developing world. He is committed to raising more than $3,000; donations can be made and credited to Jim at www.aidsmarathon.com/participant.jsp?runner=SF-0310&year=2003. Reach him at jobrien@idc.com. WU

U.S. employees

Medical Open Enrollment ends Sept. 17

Medical Open Enrollment is the one time during the year in which you can make a change to your current medical and dental plan or enroll for the first time without experiencing a qualifying life status event. All changes and enrollments will be effective Oct. 1.

To view the medical and dental options available to you and to learn more about plan changes, log on to hr.idg.com. Under Headlines, select 2003 Medical Open Enrollment. Follow the on-line instructions for making a change or enrolling in a plan.

Act now, the deadline is Sept. 17. Contact the Corporate Benefits Help Desk at 1-508-988-6900 or your Human Resource representative with any questions.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Siegfried Reich *IDG Germany*
Maureen Mottonen *IDC Canada*

18

Gebhard Osterwalder *IDG Switzerland*

16

Kevin Greene *PC World*
Lisa Lary *Connell Communications*

15

Lars Østermann *IDG Denmark*

13

Thomas Roos *IDG Sweden*
George Bulat *IDC Canada*

12

Sabrina Chummun *IDG France*
Kateline Renaudin *IDG France*

11

Hermann Apfelböck *IDG Germany*
Uwe Kielmann *IDG Germany*
Josef Kreitmair *IDG Germany*
Michael Schweizer *IDG Germany*
Maryse Gros *IDG France*
J. Ramon Melara *IDG Spain*
Susanne Arildsen *IDC Nordic*

8

David Minehart *InfoWorld*
Glenn Mosesso *IDG*
Paul Carlin *IDG Travel*
Gabriele Hurle *IDG Germany*
Petra Östlings *IDG Sweden*
Natacha Bouketo *IDG France*
Jos Schong *IDG Netherlands*
Makoto Kuroda *IDG Japan*
Ritva Kokkonen *IDC Nordic*

7

Steve Inza *IDG International Publishing Services*
Duk-Hwan Oh *IDC Korea*
Kumi Shingyouchi *IDC Japan*
David Legard *IDG News Service*
Erwin van Faassen *IDG Netherlands*
Yumiko Uchimura *IDG Japan*
Genki Uchida *IDG Japan*

6

Jason Kelly *Connell Communications*
Margit Enthaler *IDG Germany*
David Linder *IDG Sweden*
Per Westerberg *IDG Sweden*
Jerry van Ommeren *IDC Benelux*
Andrzej Garwolinski *IDG Poland*
Wendy Roubroeks *IDG Netherlands*
Motoko Yamabe *IDG Japan*

5

Luis Fernando Ibarra *PC World Central Services*
Jessica Chase *Connell Communications*
Donna Sweeney *Connell Communications*
Cord Möller *IDG Germany*
Bianca Aumeyer *IDG Germany*
Catarina Källström *IDG Sweden*
Lotta Oldmark *IDG Sweden*
Sujay Bhattacharya *IDC Singapore*
Christophe Gauthier *IDG France*
Marc Guillaumot *IDG France*
Joel Peteul *IDG France*
Margareta Wojakowska *IDG Poland*
Elzbieta Jezierska *IDG Poland*
Roser Ferrer *IDG Spain*
Placido Moreno *IDG Spain*

4

Charles Purdy *Mac Publishing*
Kathryn Lunsford *Mac Publishing*
Richard Coppola *IDG Germany*
Verena Loske *IDG Germany*
Katrin Elsler *IDG Germany*
Ulrich Bantle *IDG Germany*
Andreas Csaszar *IDG Germany*
Bryan Ma *IDC Singapore*
Sandie Breese *IDC Australia*
Torben Daarbak *IDG Denmark*
Mario Nagano *IDG Brazil*
Pierre Senard *IDG France*
Christine Liber *IDG France*
Beatrice Meyer *IDG Switzerland*
Rien Buren *IDG Netherlands*
Remco de Graaf *IDG Netherlands*
Christoffer Gullestrup *IDC Nordic*

3

Brett Winterford *IDG Australia*
Graeme O'Neill *IDG Australia*
Shabnam Sigman *Bio-ITWorld*
Sandra Lawes *Connell Communications*
Ulrike Goreßen *IDG Germany*
Uwe Küll *IDG Germany*
Heide Kuhlmann *IDG Germany*
Magdalena Lerch *IDG Germany*
Annie Weissenberger *IDG Germany*
Michael Mullaney *IDG Global Solutions U.K.*
Joakim Bergström *IDG Sweden*
Nicklas Sjögren *IDG Sweden*
Lian Feng Wu *IDC China*
Astrid Sloth Thusgaard *IDG Denmark*
Jean Royne *IDG France*
Amaia Monroy *IDG Spain*
Tan Ee Sze *Computerworld Singapore*
John Steward *Digit U.K.*
Balbina Hossmann *IDG Switzerland*
Yoriko Yamaguchi *IDG Japan*
Hanna Ahrlin *IDC Nordic*
Bill Clough *IDC Nordic*

2

Morris Levitt *Bio-ITWorld*
Debra Therrien *Connell Communications*
Julia Huber *IDG Germany*
Katharina Dursch *IDG Germany*
Daniel Visarius *IDG Germany*
Nina Kang *IDG China*
Jenny Lv *IDG China*
Olivier Cohen *IDC France*
Jun Miyamoto *IDC Japan*
Jacob Withey *Digit U.K.*
Bill Blenkarn *IDC U.K.*
Khalid Irshad *IDC U.K.*
Jeroen Doorn *IDG Netherlands*
Menno Ziemer *IDG Netherlands*
Hiroshi Maruchi *IDG Japan*

1

Matt Rodgers *IDG Australia*
Stefani Schwarz *IDG Germany*
Ralph Troll *IDG Germany*
Elinor Selbeck *IDG Germany*
Jonas Triebel *IDG Germany*
Kerstin Krockauer *IDG Germany*
Simona Marella *IDG Germany*
Henry Ernst *IDG Germany*
Fredrik Sundwall *IDG Sweden*
Cindy Liu *IDC China*
Susanne Winding *IDG Denmark*
Maria Cristina Defendi *IDC Brazil*
Roberto da Silva Gois *IDC Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Check out the online IDG Directory

The online IDG Directory is the place to go to find out IDG business unit address listings, products and employee contact information. Look and see if your individual listing is correct, and e-mail any changes to IPS Financial Coordinator **Michele Nealand** (michele_nealand@idg.com, 617-239-7842).

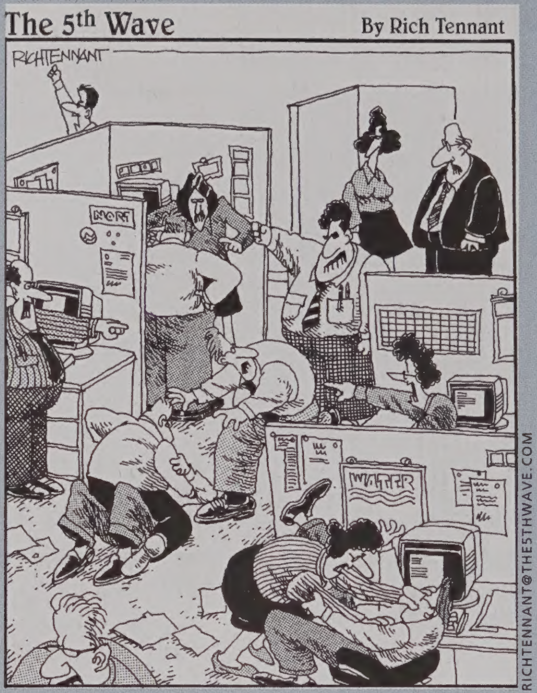
The IDG Directory can be viewed directly at www.idgdirectory.com, via IDG Central (http://idgcentral.com) or as a link from IDG World Update Online.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Sept. 30.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* dashboard cell phone mates.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



Take a vacation in Aruba or Hawaii

IDG World Update Online's Marketplace section (ww.idgworldupdate.com) is a post-it-yourself classified ad forum. Check out these two recent listings:

Aruba timeshare

One-week timeshare at Aruba's Casa Del Mar (Ambassador unit). One bedroom/one bath, sleeps four. Beautiful pool and ocean. Week 48 — premium time. $4,500 or best offer. Call 508-394-2799 for further information or contact **Nancy Percival** at nancy_percival@itcareers.net

Kauai condo

Sea Lodge Condo's are located in beautiful Princeville on the garden isle of Kauai. Unit #A2 is a private end unit situated high on a tropical garden bluff with exceptional ocean and reef vistas. Relax in your private Jacuzzi while enjoying the white water view then drift off to sleep to the sound of ocean and coconut palms swaying in the breeze. Full kitchen, cable TV, washer & dryer onsite, swimming pool and barbeque area. Sleeps four. Rates from $125 - $160 per night. Look for our specials. Visit www.KauaiSeaLodgeCondos.com to view photos and more information or e-mail at Kauai.Condos@Verizon.net, or contact **Angela Norton** at anorton@nww.com.

PDF speeds delivery of IDG World Update

IDG employees can request IDG World Update in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

Don't miss your chance! IDG calendar deadline is Sept. 12

Time is running out to submit photos for the 20th annual IDG Employee Photo Calendar contest. First, second and third prize winners will receive $250, $150 and $100, respectively. Here's what to do:

- Send up to two color or black-and-white prints or 35mm slides on any subject. Photos taken with a digital camera must be printed on photographic-quality paper.
- Photos may be vertically or horizontally oriented. No panoramic-width photos can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos.
- Entries must be received no later than Sept. 12. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. **Please note: Photos will not be returned.**
- Questions may be sent to world_update@idg.com.

and finally.

The editors of *IDG World Update* would like to thank the following people who provided assistance with this issue.

Morris Effron *IDG International Publishing Services*
Morton Hansen *IDG Norway*
Elizabeth Heichler *IDG News Service*
Nancy Newkirk *IDG IS*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through offices in 50 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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WWW.IDGWORLDUPDATE.COM

Sept. 12 deadline looms for IDG calendar contest

2003
EMPLOYEE CALENDAR
IDG

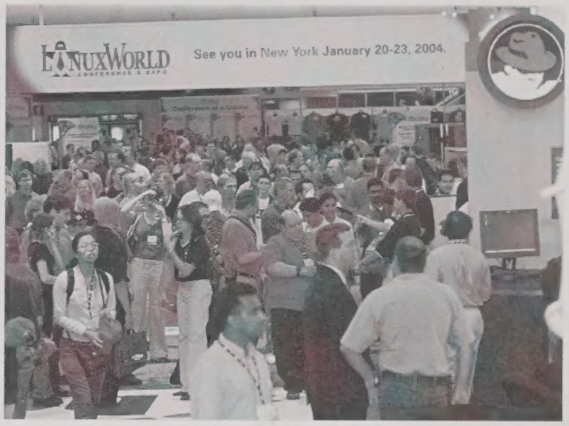
Time's running out! If you want a chance at winning the $250, $150 or $100 in prize money, or just a shot at worldwide fame, here's what to do: Submit up to two color or black-and-white prints or 35mm slides on any subject. Digital photos must be printed on photographic-quality paper. Photos should be clearly labeled with your name, business unit, telephone, fax and e-mail address; do not write directly on the back of the photo(s). Send photos to IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. **Photos will not be returned.**

LinuxWorld event signals user, multi-industry appeal

Last month's LinuxWorld Conference & Expo in San Francisco clearly showed that Linux and open source systems are being embraced by a wider variety of industries, a trend that spelled success for both IDG World Expo organizers and the event's exhibitors.

When it debuted in March 1999, LinuxWorld was the domain of developers. This year, attendees included a high concentration of users — who appeal to exhibitors due to their buying power — who are from industries such as manufacturing, finance, government and retail. Approximately 50% of LinuxWorld's attendees this year were users. As recently as LinuxWorld San Francisco 2002, users made up approximately 25% of the audience.

In accordance with IDG World Expo's recently announced policy of gathering audit-ready numbers, the company reported that 11,243 people participated in LinuxWorld San Francisco. Organizers were pleased with the demographics; 71% of attendees came intending to make a purchase, and 31% had an IT budget of more than $500,000.


LINUXWORLD CONFERENCE & EXPO
See you in New York January 20-23, 2004.

Already boasting a strong exhibitor base, LinuxWorld has signed Oracle to be its cornerstone sponsor in 2004.

The number of exhibitors increased 10% over last year's event. Oracle exhibited for the first time and will be the event's cornerstone sponsor in the future.

continued on page 2

IDG well represented on annual listing of IT "influencers"

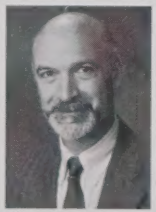
Lundberg

Gallant

Johnson

McCracken

Nihei



Kay

Six IDG journalists and an analyst from IDC made the cut in the ninth annual Influencer's Report, published in the September issue of *Adweek Magazine's Technology Marketing* magazine.

Steve Fox, editor-in-chief of *InfoWorld,* was named to the list of the 10 top Media Influencers for what *Technology Marketing* cited as his "wealth of IT experience" and "editorial innovations [that] could raise *InfoWorld's* reach."

Named to the list of the top 10 influencers among trade journalists were: *CIO* Editor **Abbie Lundberg** ("high profile"); *Network World* President & Editorial Director **John Gallant** ("very visible"); and *Computerworld* Editor-in-chief **Maryfran Johnson** ("powerful voice"). Fox also appeared on this list with the comment, "sets strategic tone." Listed among the top 15 journalists for Business/Consumer magazines were *PC World* Editor **Harry McCracken** ("always up front") and *GamePro* VP/Editorial Director **Wes Nihei** ("authoritative commentary"). And rounding out the company's mentions was IDC Vice President, Client Computing **Roger Kay** "(PC views often sought").

Fox

The Influencers Report ranks technology industry influencers — writers, columnists, editors, analysts and publications — based on a series of quantitative measures of the influence each journalist has over his/her audience and in the industry. These measures include the circulation and Web traffic of the publication, the individual's public profile, outside activity, surveys of public relations professionals and media buyers as well as the subjective opinions of *Technology Marketing* editors.

For more information, visit www.technologymarketing.com.

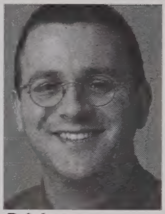
in brief newsworthy

CW New Zealand lauded as technology media of the year

Computerworld NZ Editor ***Anthony Doesburg*** *(left) accepts the TUANZ technology media of the year award from IT Minister Paul Swain in Auckland last month.*

Computerworld New Zealand was voted technology media of the year by members of New Zealand's Telecommunication Users' Association (TUANZ), during the group's Innovation Awards ceremony last month.

Seven finalists, including IDG New Zealand's IDGNet (http://idg.net.nz), the front door to Computerworld Online, were in the running for the award. In addition, Computerworld Online reporter **Paul Brislen** was a finalist for telecommunications journalist of the year, which he won in 2001.



Brislen

TUANZ was itself a winner at the Computerworld Excellence Awards, held a month earlier, being honored for making the most significant contribution to IT in 2002.

CW New Zealand Editor **Anthony Doesburg** assured the audience that the exchange of awards was not the result of any backroom deal but could be put down to *Computerworld* and TUANZ both having technology users' best interests at heart.

IDG's U.S. revenue beats the competition

IDG topped its IT trade publishing competitors in *Advertising Age*'s 24th annual report on the 100 leading media companies. The report appeared in the Aug. 18 issue.

In the magazine sector, ranked by net U.S. revenue in 2002, IDG was No. 6 with $801 million. The next closest IT competitor was Reed Elsevier at No. 10 with $648 million.

Of the 100 leading media companies as ranked by total U.S. media revenue in 2002, IDG was No. 31 with 963 million. Trailing were VNU (No. 73), CNET (No. 89) and Ziff Davis (No. 96).

LinuxWorld

continued from page 1

World Expo organizers expanded the conference program to appeal to a wider spectrum of open source users and enthusiasts, including corporate and IT executives, directors, administrators and developers. The conference featured:

- A new program for CIOs.
- The San Francisco debut of the Financial Summit to address the growing demand for quality information and insight on Linux and open source solutions for the financial industry. Group VP **Bill Bradway** from IDC's Financial Insights group was one of the speakers.
- The introduction of Hands-on Labs to provide computer training on key applications and tools.

Penelope Penguin, star of the cartoon featured on linuxworldexpo.com, made an appearance at the show.

During the show IDG World Expo announced the winners of the Product Excellence Awards, which represent major areas of innovation in the Linux and open source community. *InfoWorld* Columnist **Russell Pavlicek** served on the judges panel for the awards, which were presented in conjunction with the UniForum Association.

For more details contact IDG World Expo Public Relations Coordinator **Beth Wickenhiser** at beth_wickenhiser@idg.com or go to www.linuxworldexpo.com. The next LinuxWorld will be Jan. 19-23 in New York City.

Linux quiz

Linux and open-source experts tested their knowledge in the annual Golden Penguin Bowl during LinuxWorld Conference & Expo. Here are some of the questions (answers below).

1. First discovered by Jons Berzelius in 1824, this element is very important to the manufacture of computer chips.

2. This rarer semiconducting compound is commonly used in chipsets that support RF and as a doping agent in solar cells.

3. What prominent open source network scanner was featured in the movie, The Matrix Reloaded?

4. How many people are listed in the Linux 2.6-test credits file?

5. True or false: Activestate, a company that concentrates on open source developer and messaging tools, has a hot tub for employee use on the roof of its Vancouver, B.C., headquarters.

Answers: 1. Silicon. 2. Gallium Arsenide 3. Nmap. 4. 443. 5. True.

Business unit news always welcome

In the time-honored IDG tradition of staying close to its customers, the *IDG World Update* staff conducts a reader survey each week. About a dozen employees serve as "editor for a day" and mark up a copy of a recent newsletter with their comments (thanks to all of you who have taken the time to do so!).

To guest editors and others who ask "Why isn't my company included more often?" or "Why aren't there more non-U.S. people in the Noteworthy section?" we say "Please send us the news!" Send your news, story ideas and comments to world_update@idg.com.

one on one the interview

Kevin McKean

The CEO and editorial director of InfoWorld is this week's columnist. Reach him at kevin_mckean@infoworld.com.

More from McKean on...

InfoWorld
Can Apple Convert IT?

The August 18 cover story on Apple

"We were wrestling with how to illustrate the Apple story when we realized that Steve Jobs' trademark black turtleneck looks just like a clerical collar, and the rest was easy."

InfoWorld's goals for the new fiscal year

"The most important one is to keep taking our sales/marketing message aggressively into the field. IDG is known for quality products, and *InfoWorld* is no exception. But quality alone won't win in the market — it's got to be backed up by superior sales. A second goal is to remake the InfoWorld Web site to function more like an information utility."

Q Four months after taking *InfoWorld* from a tabloid to a magazine format, what are readers and advertisers saying?

A The feedback has been terrific. Readers tell us they like the mix of reviews and deep tech strategy articles, appreciate the convenient format, and especially enjoy the energy of the new *InfoWorld*. On one recent cover, for example, we ran a caricature of Apple CEO Steve Jobs preaching from a pulpit [see sidebar at left]. When you turned to the story, it was not another puff piece about Jobs but a thorough analysis of Apple's new IT gear. Advertisers like the fact that *InfoWorld* writes about issues of concern to their customers, not other vendors, and that makes it a great vehicle for marketing.

Q Do you have any "lessons learned" to pass along from the redesign?

A Give yourself more time: From our initial design meeting to first issue took just 73 days! That said, *InfoWorld* has had to make very few tweaks since then, which is a real compliment to the designers.

Q How is *InfoWorld* different from other titles in the enterprise IT space?

A *InfoWorld* is unique among its competitors, which include *InformationWeek*, *eWeek* and our sister publication *Computerworld*, because we're the only weekly that focuses 100% on covering products, services and technologies for the corporate buyer. As other pubs cut back on reviews, we put greater emphasis on them. And we review bigger, more ambitious equipment.

Q Such as what?

A Our analysts just completed a two-week study of SANs [storage area networks] in which they tested them individually for performance, then hooked them together to evaluate storage management software. These are huge racks full of equipment, not little boxes, so they're the types of equipment our readers buy. The tests produced two cover stories and a host of smaller reviews. It's a good example of how *InfoWorld* helps readers "Get Technology Right," which is our new tagline.

Q Do these moves put an end to the old question about whether *InfoWorld* and *Computerworld* are too similar?

A Completely. Just as *InfoWorld* was undergoing changes, **Bob Carrigan** and his team were doing a masterful job of redefining *Computerworld* as the "Voice of IT Management." *CW* is now the only tabloid-sized publication among the four IT weeklies. And they're making the most of it, concentrating on reader-focused news, news analysis, management strategies and IT careers — not product reviews.

Q Why are some of the Test Center's activities moving to private labs and universities?

A This is inevitable given our focus on high-end IT. For example, the SAN tests took place at the Advanced Network Computing Lab of the University of Hawaii. They have the personnel, the infrastructure, and the power supply to assist that kind of evaluation — although for the SAN test they had to lay in a few more 220-volt lines! We naturally took some kidding about going to Hawaii. But remember that you need the vendor engineers to come along too — and for some reason they like the idea of heading to the islands. Hawaii's not *InfoWorld*'s only test bed, though: we'll soon be announcing two more testing partnerships on the mainland.

Q What's going on with the IDG Enterprise Network?

A Four months ago, at the request of the Enterprise Management Group, a committee was formed to promote traffic across *Network World*, *CIO/CSO*, *Computerworld* and *InfoWorld*. The committee was made up of technology, business and editorial people from those titles. Since then, they've pushed through several important advances.

First, they put promotions for the various titles on each others' home pages. Soon, they'll link the sites together at the index and story level — meaning that if you go to a security-related story on *Network World*, you may find links to security features at *CIO*, *Computerworld* or *InfoWorld*. And the IDG News Service is now working on a system that would permit the same kind of cross-site integration for search.

The rationale for this cooperation is simple: If someone comes to *InfoWorld* and doesn't find what he's looking for, we're going to lose that visitor anyway. Better to lose him to another IDG title than to the competition. Plus, the same mechanism that enables cross-linking also opens some interesting revenue opportunities — such as cross-title ad buys and lead-generation programs. Over time, we all win.

Questions for IDG CEO ***Pat Kenealy*** *and IDG Chairman* ***Pat McGovern*** *may be sent to world_update@idg.com. Questions will be forwarded anonymously.*

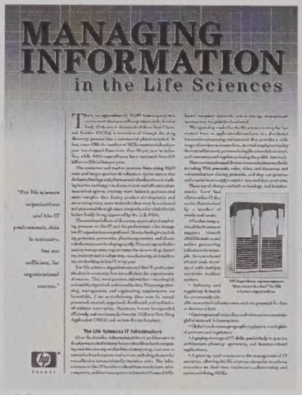
Custom publishing offers big gains to bottom line

While generating revenue, custom projects build bonds with clients

For business units looking for proven ways to follow IDG Corporate Value No. 6 – "Keep close to our customers and qualified prospects" — while bringing in additional revenue, custom publishing can be a lucrative option.

Occasionally called "custom content," custom publishing is a blend of marketing and journalism in which targeted, editorial-like content – ranging from print, online and electronic newsletters to conference materials — gets across a client's message.

Done properly and managed correctly, custom publishing can add to the top and bottom lines of a company. According to CXO Media Group Director, Custom Publishing **Michael Siggins**, the U.S. custom publishing industry is a $1.5 billion one and growing.



MANAGING INFORMATION

in the Life Sciences

Advertorials such as this one from Hewlett-Packard let advertisers educate customers as well as build mindshare, says Bio•IT World's ***Diane Lieberman****.*

However, custom publishing's appeal is not limited to the U.S. "Custom publishing makes you a much closer partner with advertisers," said **Davy Adams**, associate publisher, Enterprise Division, IDG Australia. "They have to work with you rather than just buy from you. That invariably strengthens the relationship, the respect and understanding they have for your publications and makes you front-of-mind for future media spending."

When working to solve a client's specific custom publishing need, said Network World Customer Access Group Director **Shaun Budka**, "you tend to go beyond the traditional advertising buyer and get deeper into solving vendor challenges. The deeper you get with clients, solving their problems, the more valuable you become as a media partner."

For example, Cisco Systems Comet Group was looking into selling optical networking equipment into enterprises. Network World's Custom Access Group did a research report for them and found that the equipment was being bought by certain vertical industries, such as government, health care and financial services. "Cisco wanted to communicate with those vertical industries, and we did some custom pieces for them and created a microsite, which brought them leads. If they sell more, they want to buy more," Budka said.

In a stalled economy when clients must do more with less, working with an IDG publishing unit on a custom project can serve as a replacement for a client's marketing department that may have been downsized or completely eliminated. "The client needs to supply direction and approvals, but we generally do the rest," Budka said. "This saves time and frees up precious people resources at the client company."

Sometimes a potential advertiser may not have the materials on hand to launch an ad, making it an expensive proposition to engage an agency and generate the ad. "A two-page supplement would be more cost-effective, and we would do all the work for them — provide all the services, print it for them, put it in the magazine, and then they own all the materials and can do whatever they like with them," CXO's Siggins said. "A two-page supplement might cost more out of pocket initially, but it's more cost-effective in the long run since they can repurpose their material."

"At the end of the day, these are marketing pieces," Siggins said, "but we apply journalistic means to getting them there." He said that while a page of advertising usually promotes a product or a brand, a custom publishing project can tell the story of that brand or product or even the thinking behind it and how the client's solutions will make the reader successful. "We don't see custom publishing as a replacement for advertising. But we can help establish mindshare, extend the reach of a marketing program and complement more traditional marketing efforts such as print and online campaigns," he said. "We're kings of the soft sell."

Bio•IT World VP, Marketing and Business Development **Diane Lieberman** said that because her publication serves an emerging market, they have found that custom publishing is "a great alternative" to traditional display advertising for many companies that need to educate their customers and prospects. "We have run a custom-published ad unit in virtually every issue of *Bio•IT World* since its launch in March 2002 and expect that trend to continue."

Adams said that Acer Corp. worked with IDG Australia on a four-page custom publishing piece on storage as a prelude to Acer's sponsoring an IDG Australia storage conference. "They wanted delegates to be aware of Acer as a storage vendor, as well as their other products," he noted.

Clients can choose from among several custom pub-

Advertisers reap benefits

According to CXO Media VP **Cheri Parr**, the key benefits of custom publishing for advertisers are the following:

- Educates customers and prospects.
- Builds relationships with and increases sales from existing customers.
- Communicates a complex message.
- Establishes a company as a technology leader.
- Differentiates products and services from the competition.
- Breaks through the clutter with a high-visibility, high-impact program.

Custom publishing pieces can take many forms, such as:

- Supplements
- Magazines
- Books
- Brochures
- Web sites
- Brochures
- White papers
- Research
- Newsletters (print or electronic)
- Posters
- On-demand faxes
- Guides
- Inserts
- Packaging
- Calendars

CIO readership studies prove the effectiveness of custom publishing programs:

- 62% of respondents recalled seeing a custom publishing piece.
- 91% found it useful.
- 91% were likely to read another one.
- 76% shared it with a colleague.
- 62% visited a vendor's Web site.

Adding agencies to the custom mix

Advertising agencies sometimes are not fond of clients' custom publishing projects that are not produced under their aegis because it takes creative control — and money — out of their hands. Three IDG custom publishing pros shared their experiences in dealing with agencies.

"It's best when agencies can provide 'custom solutions' to their clients," Network World Customer Access Group Director **Shaun Budka** said. "A great way to encourage this is to make them heroes by sharing ideas and credit before the client is presented the idea." However, he said, since agencies often view custom programs as competitive, "if they can't see the overall benefits, they risk losing credibility with their client. So it's in the agency's best interest to review these ideas and show clients they are capable of 'big ideas' and 'solutions.'"

"Make them heroes by sharing ideas and credit before the client is presented the idea."

CXO Media Group Director, Custom Publishing, **Michael Siggins** said that while his group always prefers to work directly with the client "so nothing gets lost in the translation, sometimes agencies will help get your program sold to the client. So never rule them out – just leverage relationships where they can be found."

IDG Australia recently did a custom publishing project on wireless technology in its *CIO* and *Computerworld* publications in partnership with Intel. "The project was coordinated through the agency Euro RSCG," said **Davy Adams**, associate publisher, Enterprise Division, IDG Communications Australia. "Euro was enthusiastic and supportive, while still ensuring that Intel's objectives were met."

lishing media. According to Network World's Budka, print — white paper inserts, advertorial pages, and the like — seems to be best for broad-based education. "While you can use online to reach additional people, it is more often used to generate responses. The two work well together when you put specific URLs on a print page to register for additional information online."

Some clients turn to custom publishing to use within their company. "We've had a few, including producing an in-house magazine, a custom research report plus white papers to be used internally," said Budka, whose two-year-old group has taken on nearly 60 custom publishing projects in the last year, more than twice that of its first year. "On the whole, though, most custom projects are to connect vendors with their clients and prospects."

sony style
américa latina
Produtos Digitais para o Milênio

CXO Media produced several product guides for Sony Corp. for the Latin American market. Done in both Spanish and Portuguese, they were the group's first foreign-language publications.

IDG print custom-published pieces within a publication are clearly marked as advertising to distinguish them from the editorial. "Because most of the custom publishing we have done consists of run-of-book spreads, it's imperative that we differentiate the custom projects from our editorial pages," said *Bio•IT World*'s Lieberman. "We do that by requiring different fonts and column formats, and clearly labeling each page or spread 'Advertisement.'"

While clearly marked as supplements, *Network World* sees its custom publishing pieces slightly differently. "We position supplements as great additions to the publication," Budka said. "The supplements are enhanced by using a heavier paper stock, inserting them into the center so they can be pulled out and kept as a stand-alone magazine. We also offer bonus distribution of the supplement at relevant trade shows and Network World events."

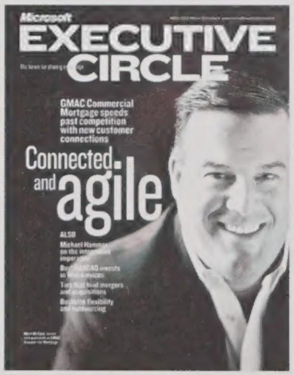
In the end, custom publishing can be a win-win proposition for all concerned. Lieberman noted that quite a few of *Bio•IT World*'s IT clients do not have ad creative materials for a vertical market like bio-IT, and many of their smaller clients do not use ad agencies. "Having us create a custom-published piece for them, for very little more than the cost of a display ad of similar size, is extremely cost-effective. We don't create one flavor of custom publishing. We accommodate our clients based on their budgets." She said because *Bio•IT World* typically uses a templated design and creates the pieces in-house with the help of contract writers, *Bio•IT World* can help vendors targeting the life sciences market quickly jump-start their marketing programs. "At the same time, the benefits to us are clear: We generate revenue and profit while solidifying a consultative relationship with the client," she said.

SANs for the Masses
acer

Acer used this four-page piece focusing on storage solutions to build awareness for its storage products prior to sponsoring an IDG Australia storage conference.

Budka noted that while custom publishing usually has additional layers of expenses, such as content creation for advertorial pages, and the people and infrastructure costs for lead-generation programs, these can be billed back to the client. "Typical custom projects have 50%-plus profit margins, which is great, although the volume is smaller than most other publishing revenue streams," he said.

Custom publishing departments keep their costs low by running tight ships. CXO Media's Custom Publishing Group consists of only six full-time employees, a "virtual group," Siggins said. Nearly all of its writing is out-sourced, keeping the group's overhead down and allowing them to pull outside contributors depending on the clients' needs.



For nearly two years, CXO Media has been producing the management quarterly Executive Circle for Microsoft.

"Readers go to tech publications for information; they are usually not an entertaining read," Budka said. "So it stands to reason that subscribers will value informational advertising provided they are reader-centric. They need to address reader concerns or problems and not simply promote the sponsor's product." He said ad studies support the fact that readers do value these ads, making print advertorials "a great educational tool. The custom programs, while having higher out-of-pocket costs than a traditional ad, accomplish more. Plus, when the programs include content creation, they become the gift that keeps giving as vendors re-use that content on their Web site, as sales collateral, direct mail, etc."

noteworthy people

Munley

McKenna

Winders

Weglage

Philips

New employees

Zachary Zimmerman joins IDC Framingham as a senior research analyst covering the life science and bio-IT market. He was previously a research scientist with 454 Life Sciences. Zachary holds a B.S. in cell and molecular biology from West Chester University in West Chester, Penn.; a Ph.D. in molecular, cellular and developmental biology from the University of California/Santa Cruz; and is a post-doctoral fellow in cell biology and cancer at Stanford University in Palo Alto, Calif. He enjoys sports.

Also at IDC in Framingham, **Josh Martin** has signed on as an inquiry analyst. Most recently he worked for American Student Assistance as a dispute analyst. Josh earned his B.S. in finance and marketing from Babson College in Babson Park, Mass. He enjoys writing and recently had two letters to the editor published in the *Boston Metro*.

Pricing Services Analyst **Matthew Somers** comes to IDC Framingham from Boston University, where he was a programmer/analyst. He earned a B.S. in economics and a B.S. in computer information systems from Norwich University in Northfield, Vt. Matthew is a bassist in a contemporary music band and is also an advisory board member for the youth mentoring group Leaders of Tomorrow.

Most recently an applications developer at the University of Arkansas, **Thomas Meyer** is now working for IDC Framingham in the same capacity — with the additional title of database administrator — while continuing to be based in Fayetteville, Ark. He earned a B.S. in computer systems engineering from the University of Arkansas and enjoys canoeing and rock climbing.

Mary Munley has been hired by InfoWorld as Northwest regional sales manager. She was previously an account director with *CRM Magazine* . She graduated from California Polytechnic State University in San Luis Obispo with a B.S. in business with a concentration in marketing. An avid volunteer, she is also in a basketball league and enjoys speedwalking, interior design and entertaining.

Martin McKenna has joined IDC's Financial Insights group as director of sales for Europe, the Middle East and Africa. When he is not on a plane, Martin will be working from his home office in Dun Laoghaire, just south of Dublin, Ireland. Previously, Martin was the director of European Sales and Business Development with S3 Group. Earlier, McKenna held a variety of roles during 22 years with IBM and IBM Ireland. He has a B.S. in chemistry and mathematics and an M.S. in technology management, both from University College Dublin. He enjoys playing tennis, reading and following hurling (a game native to Ireland and "the fastest field game in the world").

Samanta Kenney Paulino joins Miami, Fla.-based IDC Latin America as a User Research analyst covering the demand-side survey for Latin America. She was previously a marketing manager with LMJ Group International, a marketing consulting firm for technology companies. She holds a B.A. in advertising from São Paulo's Methodist University, a certificate in marketing communications from the University of California/Irvine and a graduate degree in marketing from Escola Superior de Propaganda & Marketing in São Paulo. In her free time she enjoys shopping, movies, the beach and time spent with family and friends.

Transfers

Debbie Winders, who has been on the West Coast as IDG Entertainment's circulation director since last October, moves to *Computerworld* in Framingham, Mass., as VP/circulation. Earlier she worked in a variety of circulation roles for *PC World*, *Digital NEWS* and *Network World*.

Previously the regional sales manager for Network World's Northern California territory, **Sean Weglage** has joined *Computerworld* as an online sales manager/West Coast, working out of San Francisco. He's returning to his original IDG roots, having joined *Computerworld* in 1993 and then spending the past six years at *Network World*. Sean has a B.S. in business from Plymouth (N.H.) State College and enjoys softball and fantasy football and baseball.

Sijmen Philips, who spent more than seven years at IDG Netherlands, most recently as manager of marketing services, is now based in Staines, U.K., as IDG Global Solutions' sales manager/business development EMEA. He has a degree in economics, marketing and research from Amsterdam Business School and enjoys all sports.

May Khoo has moved from IDC Malaysia to be an analyst/account manager for IDC's Global Access Group, based in New York City. She earned her B.A. in geography at King's College, London University and her master's in economics of urbanization at University College London, London University. May enjoys travelling, going to museums and art galleries and reading.

Send Noteworthy information to world_update@idg.com.

technology tidbit

What's DNS?

Short for *Domain Name System* (or *Service*), an Internet service that translates domain names into IP addresses. Because domain names are alphabetic, they're easier to remember. The Internet however, is really based on IP addresses. Every time you use a domain name, therefore, a DNS service must translate the name into the corresponding IP address. For example, the domain name www.example.com might translate to *198.105.232.4*.

— Source: www.webopedia.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17

Janet Glynn *IDG Research Services*

16

Gary Beach *CXO Media*

15

Ágnes Radnóti *IDG Hungary*
Hilary Smith *IDG*

14

Éva Szegvári *IDG Hungary*
Debra Bernardi *IDC*

13

Colleen Beattie *IDG Australia*
Margarita Chiango *CXO Media*

11

Donna Moschella Hopkins *IDG World Expo*

10

Cheryl Talamini *IDG*

9

Kathryn Marston *CXO Media*
Szilvia Szendrey *IDG Hungary*
Ruzena Holikova *IDG Czech*
Radiance Tan *Computerworld Malaysia*

8

Carol Zarrow *CXO Media*
Karel Taschner *IDG Czech*
John Jones *IT World Canada*

7

James Walker *Macworld U.K.*
Peter Holmgren *IDG Sweden*

6

Todd Datz *CXO Media*
Terri Haas *CXO Media*
Sándor Csórián *IDG Hungary*
Árpád Palotai *IDG Hungary*
Renata Saskova *IDG Czech*
Marianne Kolding *IDC U.K.*

5

.O.S. Svendsen *IDG Denmark*

4

Imre Egri *IDG Hungary*
Petr Velecky *IDG Czech*
Naoki Morimoto *IDG Japan*
Daniel Bergsagel *IDG Denmark*
Brian Smyers *IDG*
Nikki Mandow *IDG New Zealand*
Megan Matteoni *Mac Publishing*

3

Philip Hassey *IDC Australia*
Yi Feng Song *IDC China*
György Dragon *IDG Hungary*
Petra Seitzova *IDG Czech*
Masato Tateno *IDG Japan*
Zoltán Komáromi *IDC Hungary*
Josephine Teow *Computerworld Singapore*
Alejandro Lopez *IDG Spain*
Ivan Tejero *IDG Spain*
Eric Boissier *IDG France*
Muriel Huet *IDG France*
Fredrik Johansson *IDG Sweden*
Fiona Rotherham *IDG New Zealand*

2

Melissa Chong *IDC Malaysia*
Pipsa Ylä-Mononen *IDC Nordic/Finland*
Gergõ Herpai *IDG Hungary*
Ágnes Sipos *IDG Hungary*
Brian Woodrow Nielsen *IDG Denmark*
Per Rune *IDG Sweden*

1

Rick van Dijk *IDG Netherlands*
Imraan Ali *IDC Australia*
Viktor Fülöp *IDG Hungary*
Mária Lakatos *IDG Hungary*
Tószegi Szabolcs *IDG Hungary*
Jaroslav Stipek *IDG Czech*
Simone van der Kooij *IDC U.K.*
Lydia Ko *IDG Hong Kong*
Paul Roberts *IDG News Service*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC U.K.'s Mike Friend gets top score at client golf tournament

Even though he hadn't picked up a golf club in two years, IDC U.K. Senior Research Analyst **Mike Friend** earned the Best Individual Score Award at client Computer Sciences Corp.'s golf tournament in July. "There was no way I was going to pass up the opportunity to play the championship course at Wentworth, which is as well known to golfers as St. Andrews or Augusta National," Friend said. "In the end, I think the course must have inspired me!" WU

*IDC U.K.'s **Mike Friend** (right), who topped a field of 40 other golfers, receives the Best Individual Score Award from Trevor Brooking, a former football player from England and regular TV commentator on the BBC's Match of the Day program.*

IDC Nordic office manager takes responsibilities to a new level

Being an office manager also means looking at all possible ways to save money, and IDC Nordic/Denmark Office Manager **Lene Winther** took a do-it-yourself approach to that philosophy recently.

The business unit rented out 100 square meters of excess office space to an external company, and while a real-estate agent found the new tenant, Winter did about everything else to get the space ready. She took the initiative to paint the office herself; set up the tenant's infrastructure (phone lines, Internet connections, etc.), and even helped them move in! WU

PER ANDERSEN

*IDC Nordic's **Lene Winther** gets ready to roll.*

celebrating 10!

Name
Steve McClure

Home
Millbury, Mass.

Joined IDC
December 1990 as Manager of the New Software Technologies Markets research.

Current title
Program VP in IDC's Software Research Group doing research on a variety of markets including data integration and globalization.

Most challenging part of your job
Staying focused. I have broad interests and am easily distracted from the task at hand.

Best part of your job
Being paid to research a variety of interesting leading-edge technologies and markets.

Latest accomplishment
Moved to a new home for the first time in 35 years.

Career highlight
Being one of the first industry analysts to publish research on emerging markets.

What's kept you at IDG for 10 years?
The challenging environment and my current management team.

Best compliment you've ever received on your work?
"I read your report and now I 'get' it."

Best piece of advice you've ever received?
Remember, it is about markets not technologies.

Person who's taught you most about leadership?
Peacock award winner Tony Picardi.

Interests outside the office
Photography, gardening

Family
My wife Donna and I have two grown children: Thomas, 29, and Heather, 33.

What others can't tell just by looking at me
I was a very shy kid.

Five people — living or dead — you'd invite to a dinner party?
Ray Kurzweil, Leonardo Di Vinci, Benjamin Franklin, Charlie Rose, Erica Jong.

If I could do one thing over
Have more children.

One possession you'd grab if your house were on fire?
My laptop.

Steve McClure *(right) joined IDG Chairman* ***Pat McGovern*** *for dinner at Boston's Ritz-Carlton in honor of his 10 years of service to the company.*

Your idea of a perfect day?
Enjoying the company of good friends in a stress-less situation.

What disc is in your CD player right now?
Chopin's Second Piano Concerto.

Retirement dreams?
Stay employed.

Manager's profile
"Steve is one of the most intelligent, personable and creative people I have had the pleasure of working with over the years. Steve's pioneering research in new technologies has had a significant impact on helping our customers and the Software Research Group be successful."

— Steve Hendrick, group vice president, Application Development and Deployment Research, IDC

dithering feathering tweening ripper wavelet PKZIP tar

Define IT

IDG Netherlands' **Melvyn Sopacua** submitted this month's winning wacky definition for the acronym "BIOS":

"Bugs Introduced On Startup"

(The acronym actually stands for basic input/output system, according to www.webopedia.com.)

Sopacua will receive a $50 American Express gift check. Another $50 AMEX check awaits the creative author of the funniest fake definition for this week's Define IT word:

kludge

Send your entries to world_update@idg.com by **Sept. 30.**

DoCoMo bump mapping Web clipping memory effect

scatternet bloatware link farming choke packet vortal bubblesort

kludge heap leaf zombie big-ender trigger BLOB Qubit DAM unpack

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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CIO 100 Symposium helps solidify company's leadership

CXO Media's fifth annual CIO 100 Symposium experienced an all-time high audience registration, one that was 38% higher than last year's and underscores both the importance of the event as well as CXO Media's leadership in the conference industry, according to CXO Media President **Walter Manninen**.

Front row, l-r: ***Cynthia Mollus****, VP, Event Marketing;* ***Mike Barbato****, operations coordinator;* ***Jennifer Richards****, SVP, Executive Programs;* ***Sarah Yee****, senior customer service coordinator;* ***Sandi Hughey****, event development specialist. Back row, l-r:* ***John Amato****, VP, business development, Executive Programs;* ***Glede Kabongo****, marketing manager, Executive Programs;* ***Andrea Slobogan****, marketing services coordinator, Executive Programs;* ***Amy Turell****, manager, Event Planning; and* ***Brian Fuce****, manager, Program Operations.*

The three-day event, held Aug. 18-20 at The Broadmoor in Colorado Springs, Colo., is produced in conjunction with the *CIO 100* special issue, now in its 16th year. Together the special issue and the awards ceremony recognize leadership in the use of technology, information management and organizational development.

The theme of this year's CIO awards and the special issue was resourcefulness, with honorees selected for their demonstrated ability to generate greater value with more limited IT resources. Given the economy, resourcefulness is a very timely business theme, noted *CIO* Editor-in-chief **Abbie Lundberg**. "Too often, during an economic slide, the temptation is to focus solely on budget cuts, project cancellations and staff reductions, which can compromise essential operations and stifle innovation. We're honoring companies that haven't fallen into these traps and that use creativity and commitment to wring the most value from every IT dollar."

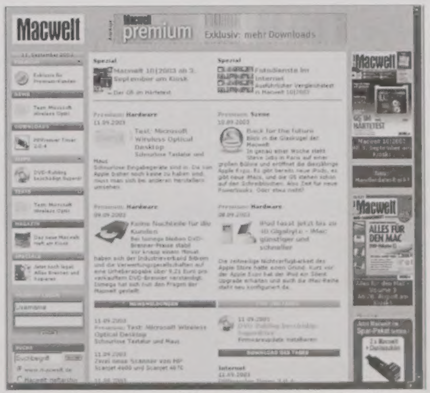
continued on page 5

Macwelt's new paid-content service gains followers

On May 5th, visitors to www.macwelt.de found that much of the site's previously free content would now only be available for paying members. After a week of fierce debate about the new Macwelt Premium area on the German publication's online forum, the discussion over paid vs. free content calmed down and since then, the number of Macwelt Premium subscribers has increased steadily.

"The first few days were hard," said Editor-in-chief **Sebastian Hirsch**, who said a notice about the impending move to paid content appeared on the site just five days ahead of time. The short lead time was important so as not to give competitors much advance warning (though two competitors managed to copy the 8:00 a.m. news roundup exclusive a few weeks later) and minimize a lengthier debate on the subject among visitors. Still, "We were flooded with angry e-mails and postings, many from loyal visitors. But we answered every piece of correspon-

continued on page 4



The Premium sections of Macwelt.de are prominently displayed on the home page across the top, atop the left column, and on selected features.

Last chance to submit IDG calendar photos

Entries for the 20th annual IDG Employee Photo Calendar Contest will be accepted until Sept. 22 and should be mailed to the *IDG World Update* office listed on p. 8. The contest will be judged by a group of San Francisco-area employees later that week. Contest details are on www.idgworldupdate.com. Questions? Contact world_update@idg.com.

in brief newsworthy

IDC India holds its best Directions event in 16 years

IDC's signature event, the one-day IT market briefing session known as Directions, has been held annually in India since IDC established an office there in 1987. None, however, have been as successful as the 2003 edition.

A record number of more than 200 paid attendees came to the Bangalore and Delhi events combined, including more prominent leaders from IT, the media and government than ever before. Joining local IDC analysts and Indian IT executives as panelists and guest speakers was IDC Asia/Pacific VP/Software & Services **Puni Rajah**, who is based in Singapore.

DIRECTIONS
Computing and Communications: Preparing for the New Landscape

*IDC India Country Manager **Kapil Dev Singh** (back row, fourth from right, wearing jacket) and his team organized the most successful Directions in the country in 16 years. The event garnered extensive media coverage, with headlines in all major Indian business dailies and mentions on TV news programs such as CNBC and NDTV.*

"Directions' success was possible due to excellent teamwork and collaboration from the entire IDC India team, in particular the tireless efforts of the sales team comprising **Harsh Chutani**, **Thomas George**, **Benoy C S**, **Prasenjit Singh**, **Rishi Lall** and **Ajit Kumaran**, all of who ensured that we achieved our revenue targets," said IDC India Country Manager **Kapil Dev Singh**.

IDC India's headquarters is in Gurgaon, just outside Delhi, with 22 employees. There are regional offices in Bangalore (11 employees), Mumbai (two employees) and Chennai (two employees).

The event's success was particularly sweet given that Gartner concluded its own similar event days earlier. As if organizing Directions weren't challenging enough, IDC India held a custom event for Datacraft the day before, a breakfast meeting for more than 30 CIOs on "Making the Most of IP Convergence for Asia's Enterprises."

For more information contact Senior Marketing Communications Executive **Yashika Jain** at yjain@idcindia.com.

July publications profit margin report

Beginning this month, *IDG World Update* will resume publication of the names of the most profitable publications in six of IDG's product lines. For a full list of all the wholly owned publications in each product line by rank, go to this article in IDG World Update Online at www.idgworldupdate.com.

CW/IW publications
1. *Computerworld Bulgaria*
2. *Computerworld Singapore*
3. *China Computerworld*

CIO publications
1. *China IT CEO & CEO*
2. *CIO Asia* (Singapore)
3. *CIO Japan*

Macworld publications
1. *Macworld U.K.*
2. *Macworld U.S.*
3. *Macworld Germany*

Networking publications
1. *China Network World*
2. *Networld Poland*
3. *China Telecom World*

PC World publications
1. *PC World Bulgaria*
2. *PC World Italia*
3. *PC World New Zealand*

Reseller publications
1. *China Computer Partner World*
2. *Australian Reseller News*
3. *New Zealand Reseller News*

New visa rules for travelers to U.S. postponed until October 2004

The U.S. State Department has decided to delay enforcement of a new rule requiring that citizens from the 27 countries that participate in the U.S. Visa Waiver Program must present a machine-readable passport to enter the U.S. without a visa. According to a recent report in *The New York Times*, Bush administration officials said the State Department feared implementation of the change next month could result in "chaos when travelers unaware of the new rules tried to enter the United States with old-style passports."

Travelers whose countries participate in the Visa Waiver Program, including most of Western Europe, Japan, Australia, New Zealand and Singapore, will be required to present the new passports, the text of which can be read by computerized scanners at airports and other U.S. border stations, beginning October 2004.

PC World Global Product Line Meeting to be held in Tokyo

Representatives from IDG's 50-odd *PC World* titles will gather in Tokyo Oct. 8-10 for their first global product line meeting in two years.The meeting is being organized by the PC World Global Product Support Center based at IDG Netherlands and co-hosed by IDG Japan. To register for the meeting contact PCW GPSC Coordinator **Annemarie Lootsma** at alootsma@idg.nl.

one on one the interview

Bob Carrigan
The president, publisher & CEO of Computerworld is this week's guest columnist. Reach him at bob_carrigan@computerworld.com.

> *"Print and online integration is hugely important to increasing site 'stickiness,' generating page views and impressions, and driving registrations. ... Our [print and online] teams collaborated to create an interactive version of [our Best Places to World in IT] feature on Computerworld.com, which drove 23,000 registrations."*

Q Can you give us a quick snapshot of where *Computerworld* stands today compared with where it was a year ago?

A Through a combination of aggressive cost-cutting and some great sales wins, the team at *Computerworld* has made excellent progress in a year with a profit improvement of $2 million over FY02. And in the spirit of doing more with less, we earned an unprecedented 22 regional and national awards from the American Society of Business Press Editors and the 2003 Jesse H. Neal Award for "Best News Coverage." Our Web site was named among the top 10 sites for marketers by *B2B Magazine*. Our ever-entrepreneurial Events group launched several successful events in the areas of wireless, business intelligence and IT outsourcing. We have also restructured our sales, marketing, custom publishing and circulation departments, all of which should contribute to accomplishing our future business goals.

We have tons of work ahead to make progress against our ambitious goals, but there is definitely a feeling of early momentum in our offices these days. *Computerworld* is a business unit with very dedicated people who respect the heritage of our brand and are determined to get us back to profitability. It is all about the execution of our plan.

Q Who do you consider to be *Computerworld's* major competitors today?

A We compete against many media companies for enterprise IT print advertising, online advertising, and event sponsorship revenue, but our main direct competitors in the print arena are *InformationWeek* and *eWeek*. The differences between *Computerworld* and those publications are profound.

Among the three, *Computerworld* reaches the highest composition of IT management. We are the only one to qualify readers on minimum personal spending authority of at least $100,000. Ninety-eight percent of *CW's* readers are in companies of 100-plus employees while our competitors have a high penetration to small businesses (*eWeek's* small business reach is at 41% on the new June 2003 BPA statement).

There are major editorial differences. In terms of editorial quality, we have won more editorial awards than either of those publications by an order of magnitude. *eWeek* and *Iweek* are vendor-focused; *CW* is reader-focused. IT management wants to know what their peers are thinking and doing about IT strategy and implementation. *CW* quotes more users than any other IT publication. Our new tagline, "The Voice of IT Management," captures the notion that we are on the side of readers. We speak and write about IT issues through readers' eyes, not through the eyes of vendors.

And now there are clear physical differences in our category: *Computerworld* is tabloid-size with big headlines and more words per page. *eWeek* and *Iweek* are magazine-size.

Q When you joined Computerworld in April, you listed your priorities for the first 100 days as being:

- **Getting to know the team at *CW* and understanding their roles and responsibilities.**
- **Clarifying *CW's* enterprise product positioning.**
- **Developing a comprehensive ad sales strategy.**
- **Reviewing new ideas for generating revenue.**
- **Understanding the financial and operational plan.**
- **Visiting advertisers.**

Can you comment on how you've done so far in meeting each of these?

A After a week on the job, I added about five other priorities that I did not anticipate when I gave you that original list back in April! But seriously, the last five months have been terrific. I have truly enjoyed getting to know my colleagues at Computerworld and digging in on the issues facing our business. I have also spent a fair amount of time with customers and plan to do more of that in the coming months. In general, I am happy with the progress that we've made against those goals, but again, the key is execution and lot of hard work for the next several years.

Q What are your thoughts on the integration of print and online — is it important and why?

A Print and online integration is hugely important to increasing site "stickiness," generating page views and impressions, and driving registrations. When our print and online teams have worked very closely together, the results have been tremendous. One recent example is with our annual "Best Places to Work in IT" print feature. Our teams collaborated to create an interactive version of the feature on Computerworld.com, which drove 23,000 registrations. It is rewarding to see the measurable results from such initiatives, which gets the teams excited about doing more of it.

continued on page 5

Macwelt site

continued from page 3

Macwelt's team includes Publisher ***Britta Bernauer*** *(light hair, second from left), Webmaster* ***Peter Mueller*** *(behind Bernauer, with beard) and Editor-in-chief* ***Sebastian Hirsch*** *(first man, far right).*

dence, explaining why we had to take this step – the subscriptions would enable us to reinvest in our site — and the advantages of the new service — the fact that they'd be getting exclusive content."

Once users understood the benefits they'd get from Macwelt Premium, the subscriptions came rolling in. After four weeks there were more than 1,000 paying subscribers, most of them for a year, and today between 7% and 10% of the 25,000 or so readers who visit Macwelt.de regularly are subscribers.

Macwelt kept the subscription price low, asking for Euro 2.50 per month (US$2.79) from subscribers of the print magazine and 3.50 ($3.91) from non-subscribers, with annual rates Euro 25 ($27.96) and 35 ($39.14), respectively.

In addition to the lure of low pricing, Macwelt Premium attracts members by including exclusive content that makes Macwelt Online the largest Mac-related Internet-archive on the German Web. *Macwelt's* entire print archive of more than 7,500 pages (stored as PDF files) is available free to Premium members. Other unique features include daily background stories and more than 4,000 applications and updates with German descriptions in the downloads area, about 1,300 more downloads than in the days before Macwelt Premium.

> *"In my view, Macwelt Online has reached a much higher profile, which makes it more interesting for advertisers than just having a large number of visitors and page impressions."*
>
> *— Macwelt Editor-in-chief Sebastian Hirsch*

Macwelt.de's remaining free sections include 10 to 15 daily news items, a daily newsletter, classified ads (for viewing, as only subscribers can post ads) and a magazine section where readers can order back issues.

As the Munich-based team discussed launching Macwelt Premium, there were definitely concerns about traffic going down and people not being willing to pay, Hirsch said. However, most of the discussion focused on how much content should remain free, not whether or not to launch a paid-content service. While site traffic did decline about 50% in July compared with April before the launch — though it is going up steadily following the summer vacation period — far more people have signed up for subscriptions than the group expected.

Overall, advertisers have reacted positively to Macwelt Premium despite the initial decline in traffic. "This may be because we can now deliver an even more focused readership, and it also may be due to a general upward trend in online advertising," Hirsch said. "In my view, Macwelt Online has reached a much higher profile, which makes it more interesting for advertisers than just having a large number of visitors and page impressions."

The Macwelt team's strategy now is to raise revenue by recruiting even more subscribers rather than raise subscription prices. "People are willing to pay for content they cannot get anywhere else on the Web," said Hirsch. "This is only the beginning, and it is very promising."

For more information contact Sebastian Hirsch at shirsch@macwelt.de.

How to launch a paid-content Web section

Macwelt Editor-in-chief **Sebastian Hirsch** offered these tips for anyone planning a paid-content section of a Web site.

1. Start it and then stick to it! Those who complain the most are the ones who want everything for free. They will not buy your magazine and they will not buy anything from your advertisers, so why even care?

2. Show your readers that you care for them and their concerns. Show them what they get for their money.

3. Make the site more personal so readers get a feeling that there are real people working for them. The Internet is so virtual that users get the impression that there are machines running the site. The forums are a good way readers can get in touch with editors.

4. Always make clear what is paid content and what is not. People hate to unexpectedly run into "give me money" notices with every second click. And make paying as easy as possible. The best is when people register once and then forget that they pay for the site.

5. Give your site an update and/or facelift when starting paid content. It´s like moving into a new house; people would rather pay for something new than for the place they have been in for free before.

Symposium fosters dialogue between CXO staff, readers

The CIO 100 Symposium provides a unique opportunity for the publication's senior editors, executive programs staff and key sales representatives to enter into a two-way dialogue with readers and advertisers/sponsors, according to **Jennifer Richards**, CXO Media senior vice president of Executive Programs, who added that the informal setting aids in facilitating a frank discussion.

Within the general session editorial teams lead panels of experts. *CIO* Editor-in-chief **Abbie Lundberg** hosted a panel discussion among CIOs entitled, "Leading in an Age of Extraordinary Challenge." **Martha Heller**, director of the CIO Best Practice Exchange and CIO Select, moderated a panel of CIO 100 winners on motivating employees and boosting morale.

Additionally, the editorial team led small-group discussions, dubbed Executive Mindshares. In each session the groups explored the leadership challenges and best practices of specific, critical business and IT topics. Members share experiences, lessons learned, mistakes and successes and come up with new ideas for tackling common problems. Participation is limited to CIOs and senior IT executives.

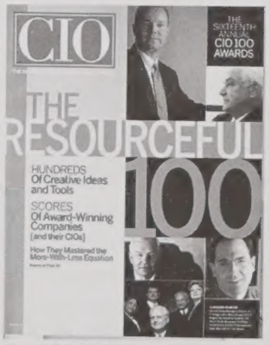
CIO 100

continued from page 3

Guests, speakers and CIO staff traded the informal attire they wore during the workshops for elegant garb at the awards reception.

The 100 winners represented more than a dozen major private-sector industries, nonprofits, government agencies and the military. Organizations ranged from the Fairfax County Public Schools in Annadale, Va., to retail giant Land's End and large multinationals like Procter & Gamble.

According to **Jennifer Richards**, senior vice president of Executive Programs for CXO Media, "CXO's Executive Programs team employed its own resourceful efforts to create a program designed to help business and technology leaders overcome economic obstacles and propel their organizations to the next level.


CIO
THE SIXTEENTH ANNUAL CIO 100 AWARDS
THE RESOURCEFUL 100
HUNDREDS Of Creative Ideas and Tools
SCORES Of Award-Winning Companies (and their CIOs)

The CIO 100 honorees were selected for their demonstrated ability to generate greater value with more limited IT resources.

The Symposium combines traditional conference educational and networking sessions with a celebration of business excellence, noted Richards. "The benefit in combining the two is giving attendees the opportunity to glean valued insight from their peers and potential role models, the CIO 100 winners," she said.

"In addition to providing face-to-face networking opportunities for readers and advertisers, the CIO 100 Symposium's unique format, high-level audience and timely content help establish *CIO* magazine and CXO Media as industry thought leaders and influencers," she noted.

For the third year, Paul Saffo, director of the Institute for the Future, served as conference moderator. "As one of the industries leading lights, Paul's insight into the direction of technological innovation — the opportunities and potential pitfalls is an ideal underpinning for the CIO 100 agenda," said Richards.

The CIO 100 Symposium attracts senior IT executives from across the country. On site, they share best practices with one another and with the CIO 100 Award winners. "Given the theme of resourcefulness, this year's Symposium was particularly relevant, as all executives are interested in learning new and better ways of dealing with staff morale and retention issues, fostering a culture of resourcefulness, and building better business cases to gain management support," Richards said.

Both symposium sponsors and attendees pay to participate in this event. The 2003 revenue was almost 30% higher than in 2002, Richards said, "hopefully indicating a turn in the tide as well as the ongoing, unmatched value proposition of the CIO 100."

For more information contact Jennifer Richards at jrichards@cxo.com.

How they pick 'em

The recipients of this year's CIO 100 awards were selected through a comprehensive three-step process. First, companies filled out an online application form. In addition, *CIO* editorial staff and members of its expert panel nominated companies they deemed best fit the award criteria.

A team of *CIO* editors and writers reviewed the application forms and expert recommendations and voted on the final 100. The judging objectives were to recognize positive business performance through the resourceful use of IT systems, staff and budgets in a challenging economy.

noteworthy people

CATHERINE KEARNS

Moore

New employees

Charlotte Moore has joined IDG Global Solutions in Staines, U.K. as sales manager, business development. She was most recently a senior sales executive with Dow Jones International in New York City. Charlotte earned a degree in politics and French from Loughborough University in Leicestershire, U.K. She enjoys tennis, skiing and "seeing the world" and is learning to play golf.

David Cohen joins Bio•IT World in Framingham, Mass., as an account manager for the business unit's online *Health•IT World* publication. Prior to joining IDG, David was a key account manager for NCS Pearson. He earned B.S. degrees in management and economics at Boston College and enjoys reading, tennis and golf.

Network World has brought on **Linda Cavanagh** as business services administrator. She was previously a medical secretary for an orthopedic surgeon in Milton, Mass. Cavanagh is taking continuing education courses at Fisher Junior College in business mathematics, accounting and business management. She spends her free time with her family and three dogs and enjoys interior decorating, cycling and traveling.

Previously an associate consultant with the management consulting firm Bain & Co., **Irena Goldenberg** joins IDG Ventures' Boston office as an associate. She holds a B.S. in economics from MIT and enjoys skiing, hiking, rock climbing and studying languages. She was recently awarded a Fulbright Award to study the effectiveness of government research and development funding in Israel.

After freelancing for the last three years, **Sally Zahner** joins *PC World* as a senior copy editor. She was previously managing editor and later community editor for C|Net. She graduated from the University of California/Berkeley with a B.A. in English and enjoys travel, antiquing, "most things food-related, and lounging."

Returning employees

Doug Gold, who was with IDC from 1983-1993, concluding as director of communications research, has signed with IDG World Expo as vice president, business development. Most recently he was principal of his own consulting business that was focused on technology trade events and conferences. Doug studied geology at Tufts University and is a longtime bicycle aficionado. While he no longer races, he still cycles on his own, serves as a mechanic for a racing team and collects vintage bikes. Doug recently helped the Boston Children's Museum develop a bicycle exhibit that will travel to 10 U.S. cities.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Free CTIA Expo conference passes are the latest item on Marketplace

The Marketplace section on www.idgworldupdate.com is a post-it-yourself classified ad forum. Check out these three recent listings:

Free passes for CTIA Wireless IT & Entertainment Expo
IDG has been given two full conference passes to the CTIA (Cellular Telecommunications & Internet Association) Wireless IT & Entertainment Expo, which will be held Oct. 21-23 at the Sands Expo & Convention Center in Las Vegas. The passes include all the events and conferences under the "CTIA Smart Pass" program, valued at $845 each for non-CTIA members.

To obtain the passes contact IDG International Publishing Services VP/IT **Morris Effron** at morris_effron@idg.com or go to www.wirelessit.com for details about the event.

Aruba timeshare
One week timeshare at Aruba's Casa Del Mar (Ambassador unit). One bedroom/one bath, sleeps four. Beautiful pool and ocean. Week 48 — premium time. $4,500 or best offer. Call 508-394-2799 for further information or contact **Nancy Percival** at nancy_percival@itcareers.net.

Kauai condo
Sea Lodge Condos are located in beautiful Princeville on the garden isle of Kauai. Unit #A2 is a private end unit situated high on a tropical garden bluff with exceptional ocean and reef vistas. Relax in your private Jacuzzi while enjoying the water view then drift off to sleep to the sound of ocean and coconut palms swaying in the breeze. Full kitchen, cable TV, washer and dryer onsite, swimming pool and barbecue area. Sleeps four. Rates from $125 - $160 per night. Look for our specials. Visit www.KauaiSeaLodgeCondos.com to view photos and more information or e-mail at Kauai.Condos@Verizon.net, or contact **Angela Norton** at anorton@nww.com.

One-on-One

continued from page 3

***Q* Is Computerworld partnering with any other IDG business units for current or future projects?**

A We are doing some cross-linking on our Web site to the other enterprise sites, but that's about it right now for partnerships with other IDG business units. Of course, we're open to doing anything that makes sense.

***Q* What is the IDG Enterprise Management Group?**

A The group comprises [Network World CEO] **Evilee Thibeault**, [InfoWorld CEO] **Kevin McKean**, [CXO Media President] **Walter Manninen** and myself. In our monthly conference calls we discuss issues that affect us all. We discuss accounts strategies, share war stories and work on clarifying our positioning statements. The interaction has been terrific within the group and the improved communication a huge benefit to all of our businesses.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Suresh Rajon *IDG France*
Karl Koessel *PC World*

17

Sylvie Neuhoff *IDG France*

14

Christina Ölschläger *IDG Germany*

13

M. Jose Marzal *IDG Spain*
Lennart Ekner *IDG Sweden*

11

Joyce Gillis *CXO Media*

10

Barbara Schwab *IDG*
Thomas Vahey *IDG*

9

Michal Kreczmar *IDG Poland*
Stephen Daniels *Mac Publishing*

8

Frank Hayes *Computerworld*
Aldona Rekawek *IDG Poland*

7

Matthew Hamblen *Computerworld*
Daniel Verton *Computerworld*
Sirpa Koponen *IDG Sweden*

6

April O'Connor *Computerworld*
Kelli Gauthier *CXO Media*
Nancy Weil *IDG News Service*

5

Katsutaka Ishibashi *IDG Japan*
Gilles Steinmann *IDG Switzerland*
Justyna Blocka *IDG Poland*
Régis Bazin *IDG France*
Pernilla Norin *IDG Sweden*
Fredrik Arvidsson *IDG Sweden*
Vincent Herringa *IDG New Zealand*

4

Zarah Damji *IDC U.K.*
Chris Sullivan *IDC Canada*
Raoul Le Blond *Computerworld Singapore*
Toñi Herrero *IDG Spain*
Jan Hendry *IDG Denmark*
Frank Maier *IDG Germany*
Pauline Boyle *IDG*
Ben Gerholt *IDG Australia*
Thomas Mainelli *PC World*

3

Hirofumi Hikosaka *IDG Japan*
Kaoru Harikae *IDG Japan*
Ray Hoskins *IDC U.K.*
Noe Soriano *IDG Spain*
Felipe Vicente *IDG Spain*
Olivier Descamps *IDG France*
Charlotte Kjerman *IDG Sweden*
Wayne Humphrey *IDG*
Larry Arthur *IDG Global Solutions*
Helen Yeatman *IDG Australia*

2

Lawrence Surtees *IDC Canada*
Lee Ting Ting *Computerworld Malaysia*
Patrik Enell *IDG Sweden*
Michael Greeley *IDG Ventures*

1

Reiko Sato *IDG Japan*
Suvi Markunsalo *IDC U.K.*
Nasia Polycarpou *IDC U.K.*
Shinichi Shimizu *IDC Japan*
Sylvia Moody *IDG*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

San Francisco employees knit together for a good cause

IDG WORLD UPDATE

(L-r): InfoWorld Senior Human Resources Representative ***Julie McKie****, PC World Assistant Production Manager* ***Lisa Mireles****, PCW Client Services Manager* ***Mariaelena Quale****, PCW Executive Assistant* ***Patricia Owen****, and PCW IS Specialist* ***Eileen Chaney****. Not pictured: Macworld Showcase Account Manager* ***Carol Johnstone****; PCW Director, Print and Online Production* ***Nancy Jonathans****; and PCW Production Coordinator* ***Eliza Wee****.*

Seven San Francisco IDGers – who go by the name Purlfriends – have been meeting on their lunch hour every Wednesday since March to knit for a good cause. Their efforts are keeping bodies warm both near and far.

"Many in our group hadn't picked up needles in ages or hadn't knitted before," said PC World Client Services Manager **Mariaelena Quale**. "It's amazing to see how much everyone has learned in just a few months. It's a great way to get together, relax and make something beautiful and functional for other people."

Purlfriends recently donated knitted and crocheted hats to the Afghans for Afghans project after PCW Executive Assistant **Patricia Owen** saw a TV news feature on the charity. Their creations, made for children ages one through five years, will be sent to displaced Afghan families in Afghanistan for the coming winter (for more information, go to www.AfghansforAfghans.org). Quale also collects knitted and crocheted infantwear (hats, mittens, booties, blankets, sweaters) for a couple of local midwives, who then distribute them to their clients in need and to infants in hospitals in need.

Purlfriends welcomes any IDG employee in the 501 Second Street building in San Francisco to join the group. For more information contact Mariaelena Quale at mariaelena_quale@pcworld.com.

Tell us what's happening

In the time-honored IDG tradition of staying close to its customers, the *IDG World Update* staff conducts a reader survey each week. About a dozen employees serve as "editor for a day" and mark up a copy of a recent newsletter with their comments (thanks to all of you who have taken the time to do so!).

To those who ask "Why isn't my company included?" or "Why aren't there more non-U.S. people in the Noteworthy section?" we say "Please send us the news!" We also welcome questions for IDG CEO **Pat Kenealy** and IDG Chairman **Pat McGovern** (to be forwarded anonymously). Send news, story ideas and comments to world_update@idg.com.

off line for fun

Test your recall

The answers to the following questions appear in the Sept. 1, Sept. 8 or Sept. 15 issues of *IDG World Update*; back issues are available on www.idgworldupdate.com. Send in your answers to world_update@idg.com by Oct. 6, and the correct entries will be entered into a drawing to receive a canvas IDG tote bag. Good luck!

1) LinuxWorld Conference & Expo, held Aug. 4-7, took place in:
New York
San Francisco
Boston

2) Six IDG representatives were named Top Influencers by which industry publication?
Technology Marketing
min'sB2B
Folio

3) Which IT company executive appeared on the cover of a recent *InfoWorld*?
Bill Gates
Steve Jobs
Michael Dell

4) Which IDG business unit is now managing IDG.com and IDG.net?
IDG Global Solutions
IDG International Publishing Services
InfoWorld

5) Which IDG product line(s) will be holding a meeting next month in New York?
CW/IW/CIO
Network World
GamePro and GameStar

6) What did IDC Mountain View staff do to raise money for AIDS research?
Go on a 10K walk
Bike in a charity ride
Play croquet

7) How many employees does IDC India have?
55
37
24

8) How many downloads (applications and updates) are available on Macwelt Premium?
4,000
2,500
750

Coming up

Portable Power Conference & Expo
Sept. 21-23
Moscone Center
San Francisco
www.idgworldexpo.com

Computerworld Business Intelligence Summit
Sept. 23
Hilton New York
New York City
www.itexecutivesummit.com/bi_agenda_ny

Computerworld Business Intelligence Summit
Sept. 25
The Fairmont Hotel
San Francisco
www.itexecutivesummit.com/bi_agenda_sf

Asia/Pacific Financial Services Forum
Sept. 24
Raffles Hotel
Singapore
www.idc.com/events

WirelessWorld China
Sept. 24-25
Beijing Kerry Center Hotel
Beijing
An IDG World Expo China event
www.idgevents.com.cn

European IT Forum
Sept. 29-30
Le Meridien Montparnasse Hotel
Paris
www.idc.com/events

China Hi-Tech Fair/ComNet Shenzhen
Oct. 12-17
China Hi-Tech Fair International Exhibition Centre
Shenzhen, China
www.chtf.com
www.comnetshenzhen.com.cn

IDC's Global Research Advisory Council
(Annual client meeting)
Oct. 13-15
Hotel del Coronado
San Diego

European Server Vision 2003
Oct. 21
Milennium Hotel
London
www.idc.com

Storage Networking World
Oct. 27-30
JW Marriott Grande Lakes Resort
Orlando, Fla.
www.computerworld.com/events/snw

Asia/Pacific Server Vision Conference
Oct. 28
Beijing
www.idc.com.cn/Events/server2003/eindex.php

Asia/Pacific Server Vision Conference
Oct. 30
Taipei, Taiwan
www.idc.com.tw/Event/ServerVision2003/index.htm

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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WWW.IDGWORLDUPDATE.COM

IDG Germany tackles new ground with *Digital World*

Digital World
Neu!
DVD-Recorder günstig wie nie
Kino-Sound
Alles kabellos
Die richtige Digicam

*The team at IDG Magazine Verlag did a great deal of reader research before Digital World 's launch. "IDG was going into a totally new market segment as a big innovator, "said Managing Director **York von Heimburg**. "We could not simply make a better product than our competitors; we had to define a completely new product."*

Launched last month at IFA 2003, Europe's biggest consumer trade show, the quarterly *Digital World* charts new territory for IDG in Germany — digital consumer electronics and how to network them.

"We've never written about these kinds of sexy products," said **York von Heimburg**, managing director of Germany's IDG Magazine Verlag, noting that the increasingly sophisticated home computing market is a hot topic in IT publishing these days. "Our writers are experts in their fields, and the layout is totally different from anything we've done in the past. For the first time you'll see human beings in our editorial, which we've never done before."

While *Digital World* is a technical publication, it is also "a little bit more lifestyle-oriented" than any other IDG Magazine publication, von Heimburg noted. Focus groups recommended balancing the amount of technical vs. lifestyle editorial content. "We want to show a distinct differentiation between *Digital World* and *PC-WELT*," von Heimburg said. "This shows the market that *Digital World* is clearly something totally different from all our other magazines and lets us show advertisers a whole new target group of readers that we haven't had in the past."

"This is an ambitious, forward-thinking magazine with a new, innovative concept," said *Digital World* Publisher **Stephan Scherzer**. "We're addressing the 'digital generation,' which is greatly concerned with the digitalization of daily life. They are as enthusiastic about modern technology as they are about its possibilities and expect reliable, highly useful information."

According to von Heimburg, there are many single-topic magazines on German newsstands about photography, audio, video, telecommunications and other digital or technology market segments. "There is no other title about digital convergence," he said. "*Digital World* is a guide through the digi-

continued on page 5

Swiss titles prove their growing reach in corporate offices

Computerworld
Schweizer KMU im Rückstand

Faced with declining sold circulation for *Computerworld Schweiz*, but well aware that the faithful readers of the publication — many of whom represent a substantial pass-along readership — are an important audience for IT vendors, IDG Switzerland set out to prove the value and reach of its publications. Happily, the company's investment in a detailed media analysis survey paid off.

IDG Switzerland's two publications, *CW Schweiz* and *PCtipp*, reach more people in Swiss companies than the eight other IT publications that were included in the survey earlier this year. Both IDG titles also reach more people than many other daily newspapers and business publications that were also part of the survey, which was commissioned and paid for by IDG and conducted by WEMF, an independent research firm based in Zurich.

The Swiss Media Analysis Information Technology and Communication report, known as MA IT Business 2003, looked at how companies in German-speaking Switzerland obtain information about ICT (information and communication technology) products before purchasing them, which media are used by those responsible for IT purchasing in those companies and the extent of the publications' reach. More than 900 people responsible for IT purchases were interviewed at companies of all sizes that have six or more employees. Their answers were extrapolated to represent the universe of 58,501 Swiss companies that have more than six people.

PCtipp
Suchtipps Internet
E-Mail-Müll
Gefahr in Windows
Vollkasko für Windows
Alles gratis: Freeware

Among IT titles, *CW Schweiz* and *PCtipp* led the field with a 40% reach and a 30.1% reach, respectively, in large companies (i.e., those with

continued on page 2

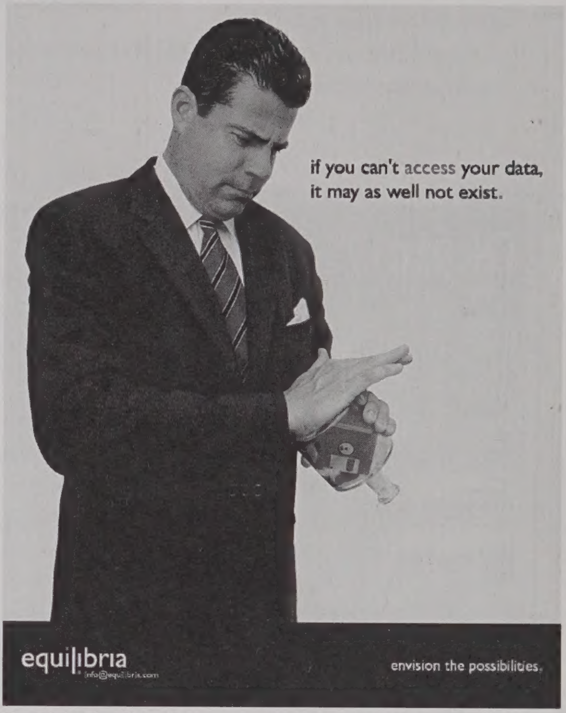
Taking charge

The outstanding reach of IDG Switzerland's publications wouldn't have been known to anyone if the company hadn't taken a do-it-yourself approach three years ago. At the time, there were no existing independent media analysis surveys that studied the kinds of factors IDG Switzerland wanted to consider. So the company paid for an independent firm to conduct and analyze a far-reaching survey that had instant credibility among IT clients in Switzerland.

When IDG Switzerland prepared for a second survey this year, the sales team asked other Swiss publishers if they wanted to help fund it and thus gain access to more detailed results and survey software. According to Director of International/Online Sales **Urs Flückiger,** none of them wanted to "due to fear about how they would perform or because they didn't want to part with their money." So IDG invested the US$140,000 alone, a move that's proven most beneficial.

Bio•IT World's Jeffrey Hyman redefines customer service

Bio•IT World Account Director **Jeffrey Hyman** is a model sales rep. Really. When a good client working within a tight budget and a short timeframe recently asked if he'd be willing to be photographed for an advertisement to run in the publication's October issue, Hyman was more than happy to comply.


if you can't access your data, it may as well not exist.
equilibria
info@equilibria.com
envision the possibilities.

Bio•IT World's ***Jeffrey Hyman*** *does double duty, both selling and staring in this ad, scheduled to run in October's issue of the publication.*

"This client has been great for us; how could I say no?" said Hyman, who has been with the two-year-old company since its launch. Nevertheless, he said he was somewhat surprised when CEO **Moe Levitt** and Publisher **Alan Bergstein** agreed. "I warned them this could be the start of a whole new career for me," Hyman recalled. "Moe advised me not to quit my day job."

On the appointed day, Hyman arrived at the photographer's studio, decked out in the prescribed dark suit, white shirt and tie — "predominantly red." The photographer snapped about 15 shots of Hyman holding an empty, upside-down glass jar, into which she later added a floppy disk through the magic of Photoshop. "She also changed my tie; too bad she didn't do anything about my double chin!" Hyman joked.

The final product, which is slated to run in *Bio•IT World*'s October issue, was a big hit with the client. "Not only are you incredibly photogenic," wrote Equilibria CEO Walt Borland in a note to Hyman, "but you are truly the definition of a full-service representative!"

"I told him that I now both sell the ad and I make the ad — I just won't pay for the ad!" joked Hyman, who, on a more serious note, said he thought the whole idea was a "great example of creative marketing on a shoestring budget. Given the economics of our times, we are all just trying to do the best job we can. We are lucky to have these clients, and we do what we can to support them, as they do us. When they succeed, we succeed."

And, in the spirit of intra-company cooperation, Hyman was quick to add, "Tell the other brands, I'm available to help!"

> *"We are lucky to have these clients, and we do what we can to support them, as they do us. When they succeed, we succeed."*
>
> *— Jeffrey Hyman*

It's now tipp, not tip, in German

Thanks to changes mandated by Germany's Ministry of Culture and Education, and recently implemented by most German media, the spelling of many words has changed. Since Switzerland and Austria also use German as the written language for their countries, the changes have affected publications in those countries as well. As a result, IDG Switzerland's *PCtip* is now known as *PCtipp*. IDG's *PC-WELT* in Germany now uses the spelling *PC-WELT Tipps & Tricks* for its special edition.

Swiss

continued from page 1

more than 200 people). Among all companies, *PCtipp* had a 17.2% reach and *CW Schweiz* a 10.3% reach. In general, both publications showed gains in reach compared to the first MA IT Business survey in 2000.

"We are having the same problems that some other *Computerworlds* around the globe are experiencing," said Director of International/Online Sales **Urs Flückiger**. "Our sold circulation is slowly going down, and we need to prove to advertising clients that the reach is much more important than the sold circulation." In contrast, *PCtipp*'s sold circulation continues to climb; it is well over 60,000 a month, compared to 22,807 in 1998.

Armed with the favorable survey results, IDG Switzerland's sales force has a three-part plan. First, they're visiting potential clients that so far have advertised only in business papers and dailies, showing them that they can reach more IT buyers with IDG publications than with their current publication choices. Second, they're visiting potential business-to-business companies to show that *PCtipp*, which in its early days was more of a consumer title, now has a significant reach within companies. Recently the team landed its first B2B campaign in *PCtipp*. Third, they're already having success securing exclusive deals with clients now that they can prove *CW* has double the reach of its main competitor.

The survey has also prompted IDG Switzerland to use a new tagline in its media kit: "Don't count the people you reach; reach the people who count." For more information contact Urs Flückiger at urs.flueckiger@idg.ch.

one on one the interview

Pat Kenealy
The CEO of IDG is this week's columnist. Reach him at pk@idg.com.

Q When you became CEO a year ago you said your first task was to fix what was broken, and your second task would be to get the company growing again. Are we ready to grow?

A Yes. I think the recent layoffs and restructuring at IDG Germany was the last big right-sizing for a while. IDG is considerably leaner and meaner than a year ago. The Management Team at IDG headquarters just finished approving the FY04 financial plans for our existing businesses, which call for single-digit revenue growth from most IDG business units but big improvements in operating profits. Ad page yields and new products are the two keys to revenue growth. Headquarters is pushing all our teams to make sure customers pay us for the value we deliver. We're also welcoming start-up plans for print, research and online launches from inside existing IDG business units and proposals to start new ones. Lastly, we're even looking at selected acquisitions around the world where revenue opportunities and market consolidation suggest. I'm convinced the best ideas come from those who spend time with readers and advertisers, so it's the readers of *IDG World Update* who'll come up with the best growth ideas. Our doors are open.

> *"Headquarters is pushing all our teams to make sure customers pay us for the value we deliver. We're also welcoming start-up plans for print, research and online launches from inside existing IDG business units and proposals to start new ones."*

Q When I joined IDG my business unit just published a magazine. Now it does Web sites, seminars and lots of other things. What do you think is the proper mix of products for a "publishing" business today?

A "Publishing" sounds old-fashioned to many, and "media" sounds too broad. I'm old-fashioned enough to like the term "publisher," but I like the modern definition that publishers identify buying communities, command their attention with valuable information, and get paid for that service by the buyers themselves and by marketers who want those buyers' attention. Over the last 50 years it has become accepted publishing wisdom that serving a buying community with a mix of information products in a mix of media is better for readers and publishers. Readers get more choice, and publishers have more reader feedback and build ever better expertise. Depending on who's doing the accounting, many magazines, for example, are loss leaders for trade show and conference activities. The clear trend around the world for IDG units is more media rather than bigger media.

Q You said in an interview a while back you were frustrated that the IT industry has consolidated but the IT media business has not. Everybody continues to hang on. Is someone going to blink?

A Just you wait. I think we'll see serious blinking around the world within a year of this column. None of IDG's current major competitors around the world can match our combination of financial strength and commitment to IT media.

Q Can you talk a little about the restructuring of IDG Communications, the formation of the new Global Accounts Group, John O'Malley's new role and how these reflect your thoughts about IDG's sales efforts vis-a-vis its largest customers?

A When I joined IDG many years ago, I published a small trade newspaper [*Digital News*] for Digital Equipment Corp. computer users, but once or twice a year, my chief editor and I got face time with DEC's CEO and top officers. When I published *PC World* (U.S.), I could and did see Bill Gates, Michael Dell, Ted Waitt, Jim Manzi, etc. By the end of the '90s, IT media buying and selling in the U.S. became overcentralized, and the result was publisher-to-ad director-to-central sales force-to-media buyer-to-account supervisor-to-marcom director-to-VP of marketing-to-vendor CEO conversations. Pretty bad!

So the U.S. business units and the headquarters Management Team decided to streamline the process and put a smaller, more senior central sales team in place to concentrate on IDG's top 10 or fewer accounts. **John O'Malley**, who has run IDG's non-U.S. key accounts group, IDG Global Solutions (IGS) in London the last few years will be moving to San Francisco Oct. 1 as vice president of IDG to head up our U.S. national accounts operation in addition to his IGS duties. I will corner him and ask him to tell us all more as a guest columnist here sometime before Christmas.

Q There have been two significant consolidations of corporate business units since your appointment as CEO — the elimination of IDG Global Communications and the shrinking of IDG Communications. In addition to any associated cost savings and efficiencies, what is the organizational philosophy behind these decisions?

A Decentralization and accountability. I'd like as few centralized groups as possible, and as few groups as possible that aren't accountable to external (or internal) customers. We're always looking at ways to cut indirect overhead. In fact, we're combin-

continued on page 7

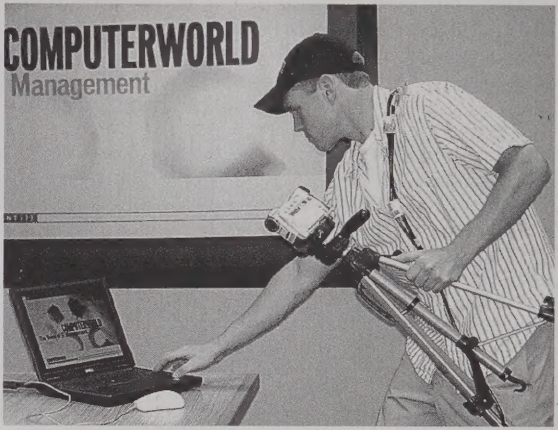
CW's remote staff sit in on company meetings via the Web

For Computerworld's 27 remote employees who can't come to Framingham, Mass., for the monthly company meeting, the meeting can now come to them. Since May, CW's IT department has been filming the company's hour-long "all-hands" meetings and then creating streaming videos of them, complete with PowerPoint presentations, which remote employees — or local ones who might have missed the meeting — can then access on a secure CW server.

According to CW Publisher & CEO **Bob Carrigan**, previous company meetings were done via conference calls. "It was very hard for remote callers to follow the meetings, what with speakers moving closer to or farther away from the speakerphone," he said. "Meetings often got interrupted when remote callers placed the call on hold or didn't mute their phones. The Internet has become such an important and convenient tool that it seemed only natural to videotape the meetings and make them available on the Web."

Initially, it took CW Web Developer **Bill Rigby** three days to set up the videotaping system, which included finding the best digital video camera within CW's budget (i.e., "inexpensive," Carrigan said), testing the audio and video quality, and having the right compression tools. Now that the kinks have been worked out, it takes Rigby just a day to set up the equipment, film the meeting, and then edit, digitize the video and add in any PowerPoint presentations.

The meetings reside on the server's 'Town Hall' site, as does an archive of previous meetings. Remote employees' PCs are supplied with a QuickTime viewer so they can watch the meeting videos. The Town Hall site also lets employees request a CD of any video in the archive and lists each meeting's presenters along with links to their e-mail addresses so employees can easily contact presenters to discuss a point or ask a question about a topic that wasn't covered in the meeting.



*CW Web Developer **Bill Rigby** gets set to film a recent company meeting. Within a day, the streaming video will be available for employees to view on a secure CW server.*

The video meeting format has been well-received. According to **Piper Sheer**, CW human resources manager, 10% of the 112 CW employees view the streaming video each month and another 5% requests a CD version.

"Although some people prefer to listen to the meetings live," Carrigan said, "many others look forward to viewing the presentation online. Even around the Framingham office, people seem to depend on the video if they were unable to attend the meeting in person."

CW Opinions Editor **Mark Hall**, who lives in Portland, Ore., said he has used the service twice. "It can even be better than the live meetings for convenience sake. For instance, I've been able to stop the meeting to receive calls, then restart the meeting when finished."

For more information, contact bill_rigby@computerworld.com. WU

Lights, camera... wait, more lights!

Computerworld President & CEO **Bob Carrigan** said one of the biggest technical hurdles they encountered in initially setting up the equipment to videotape their monthly company meetings was getting the light levels correct.

CW Web Developer **Bill Rigby** said he videotaped both the presenter and his PowerPoint projection and quickly realized that the darkness in the room and the brightness of the projection was going to "make our humble video camera go haywire. In portions of the first video I created, the presenter was so dark that it looked more like a witness protection meeting than a company meeting." In the end, he said he decided to focus the camera on the presenter, and add the PowerPoint slides into the video in post production.

Rigby recommended investing in a good sound system. "When it comes to streaming our video over the 'net, what Bob Carrigan is saying is much more important than how nice his suit looks while he talks. Give audio the priority over the video, especially if you're on a budget," he said.

In CW's setup, meeting presenters use a wireless microphone connected to an amplifier and a sound mixer. "The benefit is that I'm able to run a line out from the mixer, directly into the external microphone jack on the camera. The audio comes out crystal clear." Using just the camera's built-in microphone would have picked up too much ambient noise, he said.

Coming up

European IT Forum
Sept. 29-30
Le Meridien Montparnasse Hotel
Paris
www.idc.com/events

China Hi-Tech Fair/ComNet
Shenzhen
Oct. 12-17
China Hi-Tech Fair Int'l Exhibition Centre
Shenzhen, China
www.chtf.com
www.comnetshenzhen.com.cn

IDC's Global Research Advisory Council
Oct. 13-15
Hotel del Coronado
San Diego
Contact: Meta Haase
mhaase@idc.com

European Server Vision 2003
Oct. 21
Milennium Hotel
London
www.idc.com

Storage Networking World
Oct. 27-30
JW Marriott Grande Lakes Resort
Orlando, Fla.
www.computerworld.com/events/snw

Asia/Pacific Server Vision Conference
Oct. 28
Beijing
www.idc.com.cn/Events/server2003/eindex.php

September 22, 2003

Account Executive (BIO)

Bio-IT World, Inc. has an exciting opportunity for a talented and motivated sales professional to join a highly regarded, successful, fast-growing media organization now moving into it's third year. The Account Executive's main responsibility will be to close business and further support the successful efforts of the sales team on a variety of print and electronic products. In this position, you will be responsible for prospecting/cold-calling new clients and data collection for a variety of other established and new special media products. This is an inside sales position with direct quota responsibility. Demonstrated track record of closing business via phone/email along with client-care, collaborative, creative problem-solving skills are necessary. Clear understanding of the bio/medical/IT field, and 2-4 years inside/outside advertising sales experience are a must for this position which is based in our Framingham, MA headquarters office.

Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Ad Sales Associate (CXO)

CXO Media, Inc. is looking for an energetic individual to provide sales support to the Paramus, NJ sales office. Responsibilities will include: customer contact and follow-up on behalf of the sales team; some agency/vendor contact to assist with magazine closings and collection of insertion orders; database maintenance and typing of general correspondence. Candidate should be an articulate, multi tasking professional with strong organizational, customer service and writing skills. This individual will also be proficient with Microsoft Word and Excel. Lotus Notes and 1-2 years of business experience preferred. Strong administrative skills and the ability to work independently are essential. ***Location: Paramus - NJ***

Contact: B. Ramistella, Fax: 508-875-4489, Email: bramistella@cxo.com

Senior Client Services Representative (IDC)

IDC is seeking two Senior Client Service Representatives to work closely with the sales force and our Major Accounts customers. The Sr. CSR role plays a key function on the team and is a primary liaison between the customer and the organization. Specific responsibilities include being the primary customer service contact for the client base, managing all incoming questions/issues and providing resolution, coordinating training for new customers on IDC resources, assisting with billing and invoicing issues, partnering with Finance to reconcile monthly booking information, and entering customer information into sales databases. Additionally, Sr.CSRs are responsible for assisting salespeople with account strategy and building relationships within all client sites. Ideally, the Sr.CSR role spends 40% of their time on internal issues and is then focused 60% of the time addressing external needs. Please see idc.com for a complete description. ***Location: Mountain View, CA***

Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Research Director, Financial Applications and Compliance (IDC)

The Software Research Group is looking for a dynamic individual who is knowledgeable about Financial Application to assume a Research Director position with its Enterprise Applications Program. This individual will be responsible for taking a leadership role in following Financial Applications as well as the financial/business performance management analytic applications in the AIA Team's Analytics/Data Warehousing program. The AIA team covers enterprise applications, analytics and content/records management - all major technologies that must be brought to bear in building and implementing solutions on compliance for financial processes. Please see idc.com for full description.

Location: Framingham – MA

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

(Cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Senior Research Analyst, Life Sciences (IDC)

IDC's Bio-IT Infrastructure service analyzes the convergence between IT and the emerging life sciences market. The service offers strategic and tactical analysis and advice for infrastructure vendors and suppliers seeking to understand the opportunities developing within this emerging market. The Senior Research Analyst is chartered with organizing and managing the research agenda, participating in overall strategy and vision of practice, writing research, participating in consulting engagements, and driving marketing and sales activities as they relate to the overall practice. Candidates should have 5-10 years experience in biological sciences, bioinformatics or related field and a strong understanding of IT requirements and implementation schemas. Strong writing, quantitative and analytical skills including direct market research experience in survey design, implementation, data and market analysis is required. Strong presentation skills critical. Candidate must have an overall understanding of new biology methods, workloads and marketplace and should be able to work both independently as well as with a team in a collaborative environment. Travel required.

Location: Framingham – MA

Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Director, Software Business Strategies (SBS) Group (IDC Canada)

IDC's Global Software Business Solutions (SBS) group is looking for a dynamic individual to provide leadership in the areas of Software Partnering, Licensing, and Appsourcing research. The successful candidate will have a proven ability to manage large data-based projects, to use the outcomes of these projects to develop management-level recommendations, and to deliver these recommendations via written and/or oral communications to a senior management audience. We are also seeking someone who is able to work with clients to identify unmet information needs, and to "productized" data-intensive deliverables to meet these needs.

Location : Toronto Ontario (or Framingham Mass/Mountain View CA)

Contact: Jacquie McLean, Email: jmclean@idccanada.com

Account Executive, Financial Sector (IDC Canada)

The person in this role provides account management for IDC's clients and prospects in the Canadian financial services market. This position offers an exciting opportunity to be part of aggressive growth in FY04; IDC has launched Canadian and global Financial Insights (FI) products that complement existing offerings (IRS, SmartIndex, etc.) that are targeted into this market, and has also created a new executive position in Canada to provide a much higher level of management focus and expertise targeted on these accounts. With an expanded product suite, an existing base of major accounts, and a dynamic new executive, the person filling the role of Account Executive, Financial Sector will be in a position to contribute to much deeper and more meaningful client relationships. The successful candidate should bring: An understanding of Computer and Computing Technology, and its role in the Financial Sector. 5 plus years in outbound sales experience with/within the financial sector. The ability to communicate clearly and quickly on the key points of interest on particular topics. The ability to work with a highly-skilled team, and to drive rotating sales and contact campaigns. Education requirements would be a business degree or like from a recognized University. ***Location: Toronto, Ontario***

Contact: Jacquie McLean , Email: jmclean@idccanada.com

Analyst, Telecom/Wireless Research (IDC Canada)

IDC Canada is seeking an Analyst to work with internationally-known expert Lawrence Surtees in our Telecom Research program. In this role, you will lead our research into Wireless equipment and services markets. The successful candidate will have 5+ years of relevant job experience in Market Research and/or related activities, preferably as an analyst providing business advice to vendors and/or end-users. Demonstrated understanding of the Canadian telecom environment and the application of market research to the business issues faced by management inside and outside the IT industry is required.

Location: Toronto, Ontario

Contact: Jacquie McLean, Email: jmclean@idccanada.com

Director, Solutions Research Group (IDC Canada)

IDC Canada is seeking a customer-facing employee to help drive the sale of CIS globally and domestically. This dynamic individual will also manage the Advisory Board program, manage relationships with marketing and sales execs in vendor organizations, and coordinate working groups and forums. This person will also be deemed responsible to increase Solutions Group product exposure and coverage around the world and actively participate in delivering, promoting, marketing, and selling the overall suite of Solutions products.

Location: Toronto, Ontario

Contact: Jacquie McLean, Email: jmclean@idccanada.com **(cont)**

Go to http://careers.idg.com to view all current job opportunities at IDG

Director, SBS Business Development – Majors (IDC Canada)

IDC's Software Business Strategies (SBS) group covers such dynamic and essential topics as Partnering and Alliances, Licensing, and Appsourcing. The group is also responsible for US/global multiclient studies (MCSes) in software and services. We are currently looking for an AVP to develop and manage relationships with major software accounts in (and beyond) headquarters locations in the US. This individual will be part of a three person team (with other individuals covering Eastern and Western region accounts) reporting to James Alexander. The successful candidate will have a successful sales track record, the ability to work in tandem with US-based GAMs and RAMs, and a solutions-oriented, consultative approach to customers that enables him/her to develop deep, multi-faceted relationships within software accounts. Interested parties should contact **James Alexander or Jacquie McLean via telephone (416-673-2241 or 416-673-2225, respectively), through the Notes system, or at jalexander@idc.com.**

Location: Toronto, Ontario (or Framingham Mass/Mountain View CA)

Research Vice President, Software Business Strategies (IDC Canada)

IDC is seeking a dynamic individual to enhance the capabilities of it's Global Software Business Strategies team. This team provides software firms with insights regarding critical business issues, including partnering and alliances, licensing, and Appsourcing. In 2004, the group will add a new Licensing CIS to its existing programs: Software Partnering: Best Practices, Strategic Software Alliances, and Appsourcing. Additionally, this group works on MCSes within the US/global software and services teams, so the Research VP will have an opportunity to explore a number of exciting, business-critical issues. The successful candidate will be responsible for providing senior research capabilities and advising our clients across these North American offerings, and expanding our capability/business in new areas. Depending on the skills of the final candidate, this may include "ownership" of specific research "themes" across the programs and/or specific research initiatives. The candidate will be required work in a team environment to deliver consulting projects. Both exceptional analytical skills and business development skills are mandatory. Solid oral and written communication skills, plus an understanding of technology markets and partner management issues are core requirements of this position. Candidates must have a bachelor's degree and a minimum five years experience. Consideration will be given for candidates that have relevant post-graduate degrees. ***This position may be based in Framingham, Mountainview or Toronto***.

Contact: Jacquie McLean, Email: jmclean@idccanada.com

Sales Associate (IFW)

InfoWorld Media Group seeks a highly independent, self-starting organizational guru who will provide multi-functional support to the Regional Sales Manager based in Irvine, CA. The Sales Associate will maintain sales/client files and databases, provide on-going customer service to clients, prepare sales presentations, facilitate ad production, and provide general administrative and office support. Requirements include 2 years' business experience, excellent phone skills and strong PC skills (word processing, spreadsheet and database systems). Please be familiar with Microsoft Office, Lotus Notes, and ACT! systems. Candidates must be flexible, able to thrive under tight deadlines, and comfortable managing multiple priorities. This is a part-time administrative position. ***Location: Irvine – CA***

Contact: Job Opportunities, Email: jobopps@idg.com

Sales Assistant (NWW)

Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of our Senior District Sales Managers. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, conducting Internet searches, database management, travel arrangements, fulfilling customer requests, expense reports, and assisting co-workers as needed. Ability to multi-task is a must. To qualify for this highly visible position you must be proficient in a Microsoft Office environment (Word/Excel/PowerPoint) and have the ability to use the Internet for research work and email for daily correspondence with customers. The successful candidate will have excellent organizational skills with a high attention to detail. In addition you must have excellent communication and customer service skills and the ability to support several individuals. Two year's previous experience working in a sales environment is preferred as well as familiarity with Lexis-Nexis and Saleslogix software. ***Location: Southborough, MA***

Contact: E. Price, Fax: 508-490-6454, email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Digital World now in the U.K.

IDG Communications U.K. is going digital, too. *Digital World U.K.* has been launched as a quarterly, polybagged supplement to *PC Advisor*. With a print run of 120,000, the 68-page premiere issue was sent to subscribers and newsstands last week.

"It is very much an information book, not a lifestyle book," said Publisher **David Fernando**. "In the first issue we concentrate on testing how some of the more obvious digital products actually work together. In future issues we may be more product-review-focused. The content is likely to focus on the PC as the digital hub in the home as long as it continues to be distributed with *PC Advisor*."

Digital World

continued from page 1

tal world — what's on the market now, what's useful, which products you should invest in now and what tools you'll need to make a digital home."

Digital World will be a tightly run ship. An editor-in-chief and editor will co-ordinate a floating staff of freelance writers who are all experts in a particular digital market segment. "*Digital World* is a case study for us on how we can publish very efficient new products with a low head count and high editorial quality," von Heimburg said.

FINDER

WELCHE ANLAGE BRAUCHEN SIE?

DARF AUCH TRICKY SEIN

Überlegener Klang ist entscheidend für Sie. Dafür sollten Sie etwas Abenteuerlust und Experimentierfreude einbringen, weil Sie selbst herausfinden müssen, wo welches Kabel hinkommt.

› Komponentenanlage

STECKERGEFUMMEL – NEIN DANKE

Die Heimkino-Anlage soll schnell aufgebaut sein und wenig Mühe beim Einstellen machen. Herausragende Klangergebnisse sollten Sie nicht unbedingt erwarten.

› Komplettanlage

HEIMKINO-KOMPLETTSYSTEME VS. EINZELKOMPONENTEN

Home Cinema
Systeme im Test

Schön sind sie ja, die durchgestylten Komplettanlagen fürs Heimkino. Aber sind sie technisch auch auf der Höhe der Zeit? Wir sagen Ihnen, ob Sie mit Einzelkomponenten nicht doch besser fahren.

The use of photographs depicting people using the technology being written about represents a first for IDG Magazine Verlag, which uses only product photographs in its other magazines.

Eight months in development, *Digital World*'s 180-page first issue was priced at 5 Euros ($5.60) and had 23 pages of ads, and a circulation of 150,000. (Prior to its launch, an eight-page *Digital World* extract ran in 1.4 million copies of IDG Magazine's *PC-WELT* and *Macwelt*.)

While currently a quarterly with the next issue due in December, von Heimburg said IDG Magazine will increase the frequency "when the market is ready for it." *Digital World* has an accompanying Web site at www.digital-world.de, but von Heimburg said it is currently just a summary of the first issue while IDG Magazine focuses on getting the print version off the ground.

For more information, contact Stephan Scherzer at stscherzer@idgmagazine.de. WU

Development workshops on Sept. 30, Nov. 7

IDG Training has planned a workshop, "A Focus on Development," for U.S. employees. The workshop allows employees to explore development from many angles, ultimately allowing participants to discover that there are a number of opportunities available to seek out growth, learning and development. The session in Framingham, Mass., will be held Sept. 30 from 12 p.m. to 2 p.m. and the session in San Francisco will be held Nov. 17 from 9 a.m. to 11 a.m. For more information, go to http://hr.idg.com.

Thanks to IDG Training and Development Specialist ***Laurie Parsons*** *for these training tips.*

HR training tips

Make time to take advantage of career development opportunities

There's not enough time for development. True or false?
False. There are always opportunities for growth, development, and learning. First, define what "development" means for you. In defining it, you have the opportunity to expand your options and look to a variety of avenues for development. For example, how can you take advantage of current opportunities in your job and things you may already be doing? Given busier schedules, you may find you need to make and take time to develop yourself. Take small steps: start by setting aside 10 minutes a day for your development. Starting out small will help you build your momentum and not get overwhelmed, thus increasing the chances for you to stick with it. Again, think outside of the box — how can you develop yourself on your commute to work? Perhaps by listening to an audio tape or CD on a particular topic area. How can you tap into the experience of a colleague who has a skill or knowledge you would like to develop? Perhaps invite him/her to have lunch with you once a month.

Someone else is responsible for my development. T/F?
False. You are ultimately responsible for taking charge of your own development. Others can play key roles in your development, and it is important to seek out partnerships with others who can help; however, you need to initiate the efforts. Start by identifying your areas of interest. Then seek out partnerships with people who can help you achieve your goals or who may be stakeholders in your goals. Those people may be your manager, colleagues, friends, family, mentors or others. The better network of support you can build around you, the better your efforts become. Think about how you can reciprocate development efforts with those in your network. What knowledge and skills do you bring to the relationship that others can benefit from?

Feedback is essential for development. T/F?
True. Your evaluation and reflection on your experiences is invaluable, but don't stop there. Feedback from other people provides you with various perspectives and views and helps you see things differently or become aware of things that may not have been evident. Think about who might be important to seek out input from. Strive for a wide range of people and places to provide you with the most holistic picture of yourself. Seeking out feedback lets you see yourself as others see you. What do others see as your strengths? What do others see as potential growth areas for you? What do others see as the progress you have made? WU

noteworthy people

Cutler

IDG WORLD UPDATE

Sugawara

MICHELE NELSON

O'Connor

IDG WORLD UPDATE

Terry

IDG WORLD UPDATE

New employees

Elizabeth Cutler has joined IDC in Framingham, Mass., as VP, U.S. conference business. She has 16 years of experience creating and launching business and IT-focused conferences, most recently as managing director at DCI Health. She has a B.A. in theater and child development from Tufts University in Medford, Mass., and enjoys golf, skiing and film festivals.

Akitomo Sugawara joins IDG Entertainment in Oakland, Calif., as international news editor. He was previously an intern at Getactive Software. A graduate of the University of California/Berkeley with a B.A. in Japanese, he enjoys hiking, playing the alto sax and devotes time to his church.

Copy Editor **Fred O'Connor** has joined the IDG News Service's Boston bureau. He most recently held two part-time jobs as assistant to the news director at WHDH-TV (Channel 7) and as a freelance sports reporter for the *Boston Globe*'s West Weekly section. Fred earned a B.S. in journalism and political science from Boston University and, now that he's holding down just one job, would like to spend his free time learning Spanish, playing soccer and improving his photography skills.

InfoWorld Copy Editor **Jill Terry** has been a freelance writer for the past five years with stints as a columnist for MsMoney.com, a contributor to financial magazines and a writing coach for the Federal Reserve Bank. She has a B.A. in English and retail management from Simmons College in Boston and enjoys walking, cooking and playing the piano.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Boston Museum of Science passes

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes. The free admission is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission. Any IDG employee from the Boston area or any employees planning to visit the area wishing to obtain passes may contact Corporate Communications Assistant **Jennifer Campia** at jennifer_campia@idg.com and provide their name, business unit address and number of passes requested.

World Update PDF issues addressed

During the recent migration of the IDG World Update list server from San Mateo, Calif., to Framingham, Mass., unanticipated reconfiguration difficulties resulted in a disruption of the delivery schedule of the PDF version of the newsletter. In additon, some employees who attempted to sign up for the PDF may have been unable to do so. The situation is now remedied. We apologize for any inconvenience. If you would like to receive your copy of the newsletter via PDF, please send an e-mail to: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

IDG's East/West AIDS Walk challenge nets big win for worthy cause

IDG WORLD UPDATE PHOTOS

PC World's ***Diane Hacker*** *(above, left) at work on her creation, which days later, was modeled by IDG List Service's* ***Deb Goldstein****.*

Led by PC World Senior Manager, Online Ad Development **Diane Hacker**, IDG's AIDS Walk San Francisco team raised $14,430 for Bay Area AIDS service organizations in July. It was the top publishing fundraising team and placed 26th among teams that raised more than $10,000. It also bested IDG's Boston AIDS Walk team, led by IDG List Services President **Deb Goldstein**, which raised close to $12,000.

To add a little intra-company competitive spirit this year, Goldstein and Hacker had challenged each other's teams to see which could raise the most money in their respective walks. According to the bet, the team that raised the most money would create a hat for the team leader of the "losing" team to wear for a day.

With a combined donation of more than $26,000 to fund AIDS education and services, "the beauty of this competition is that we are all winners for raising money for this worthy cause," said Hacker, who nevertheless tackled the chore of creating her "Big Loser" hat with zest.

Stay tuned for next year's rematch! WU

Free conference passes for the CTIA Wireless IT & Entertainment Expo

IDG has been given two full conference passes to the CTIA (Cellular Telecommunications & Internet Association) Wireless IT & Entertainment Expo, which will be held Oct. 21-23 at the Sands Expo & Convention Center in Las Vegas. The passes include all the events and conferences under the "CTIA Smart Pass" program, valued at $845 for non-CTIA members.

For more information contact IDG International Publishing Services VP/IT **Morris Effron** at morris_effron@idg.com or go to www.wirelessit.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29

Eileen O'Brien *IDC*

17

Michael O'Neil *IDC Canada*
Angele Boyd-Myers *IDC*
Marianne Nichols *IDC*

16

Sue Yanovich *CXO Media*
Paul Arabasz *IDC*

14

John St. Martin *IDC*

13

Dick Denechaud *IDC*

11

Alyson Morales *IDC*
Rosemary Pickett *IDC*
Donna Silva *IDC*

10

Eileen Newman *IDC*
Chris Jarmul *IDC*

9

Jonas Wallin *IDG Sweden*
Patricia Duhl *IDC*

8

Lori Flynn *InfoWorld*
Sara Culley *Mac Publishing*
Roger Vikström *IDG Sweden*
Suzanne McMillen *IDC*
John Daly III *IDC*

7

Nils Holmlöv *IDG Sweden*
Serge Leblal *IDG France*
Jose Rodriguez *IDC*
Bryan Donovan *IDC*
Steven Philips *IDC*

6

Andrew Brandt *PC World*
Jennifer McKean *IDG Research Services*
Laura Wilkinson *IT Careers*
Barbara Hall *IDC Canada*
Tanya Braitchouk *IDC U.K.*
Jun Kawahara *IDG Japan*
Warren Childs *IDC*

5

Tamara Plakalo *IDG Australia*
Jenny Maurin *IDG Sweden*
Lottica Fredlund *IDG Sweden*
Agata Jaskiewicz *IDG Poland*
John McNulty *IDC*
Steve Clifford *IDC*
Lloyd Kosh *IDC*
Bob Sullivan *IDC*

4

Doug Dinely *InfoWorld*
Paul Martilla *IDG Australia*
Martin Roos *IDG Sweden*
Shirley Clute *IDC*
Ting Piper *IDC*
Tammy Gilson-Hodge *IDC*
Michelle O'Mahoney *IDC*
Jocelyn Young *IDC*
Malcolm Maclachlan *IDC*
Wesley Dotts *IDC*
Yanming Chen *IDC*
Brian Burke *IDC*

3

Gary Streng *InfoWorld*
Susan Bell *IDG Entertainment*
Bon-Hee Nilsson *IDG Sweden*
Diamante Axvret *IDG Sweden*
Sara Peterson *IDG*
Whitney Heng Kah Khiam *IDC Japan*
Nathalie Lancon *IDG France*
Javier Pulido *IDG Spain*
Simon Shepherd *IDC U.K.*
Daniel Corsetti *IDC*
Hilaire Perry *IDC*
Rebecca Pardo *IDC*
Wade Munson *IDC*
Kevin White *IDC*
Stephanie Torto *IDC*
Gary Nagle *IDC*
John Farrell *IDC*
Amy Wrenn *IDC*

2

Anne-Marie Taylor *IDG Entertainment*
Joe McNeilly *IDG Entertainment*
Janet Bester *IDG New Zealand*

1

Eric Hill *InfoWorld*
Annelisa Williams *IDG Entertainment*
Susana Folgado *IDG Spain*
Nicola Turnbull *PC Advisor*
Y.S. Hong *IDC Korea*
Michon Schenck *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Pat Kenealy

continued from page 3

ing our competitive analysis operation completely into IDG Research as we speak.

Q Where are you and the Management Team focusing your attention with regard to new oppportunities for IDG's long-term growth?

A We see FY04 as a profitable year, so we're concentrating on making sure all IDG's existing major business units are contributing to profits or are preparing to do so. On the new products front: 1) We're excited about the convergence of the computer and consumer electronics industries, and we look forward to half a dozen new initiatives related to that trend, with the proper national differences. 2) We're excited by "reader revenue" projects from conferences to peer-to-peer networks to clubs. 3) We're excited by opportunites in Asia, especially in China. I just returned from there, and I was blown away by the size and growth of IT markets there. To get any of this done, we have another big focus, growing and recruiting high potential managers for IDG and helping its business units do the same.

Q Are the PC World and CW/CXO product line meetings next month harbingers of a renewed commitment to such cross-IDG gatherings?

A Yes. The Management Team backed the meetings because, after having spent just a half a year out and about in IDG business units in the world, it was clear to us that the build-up of unshared best practices and great ideas could cause an explosion if we held off on the meetings any longer!

Do you have a question for either IDG Chairman **Pat McGovern** or IDG CEO **Pat Kenealy**? Is there an IDG executive or an employee with a particular expertise you'd like to see appear in this space? Please send your suggestions and questions to world_update@idg.com. All questions are forwarded to columnists anonymously from *IDG World Update*.

celebrating 10!

Name
Michael Cooney

Home
Upton, Mass.

Joined Network World
March 17, 1992 as a senior editor.

Current title
Associate News Editor. My job involves planning, editing stories for our Infrastructure and Enterprise Applications sections as well as helping our team develop and write great news stories for our News section.

Most challenging part of your job
Staying organized and ahead of the tidal wave of news that traverses my desk every day.

Career highlight (s)
Breaking tons of IBM news when I was a beat reporter, and interviewing Crosby, Stills and Nash as well as Catherine ("Daisy Duke") Bach for an article I wrote about USO touring shows for *Soldiers Magazine*.

Most memorable event at work
It would have to be the bus trip some 40 of us were forced to make from Interop in Atlanta to Southborough, Mass., on 9/11. I don't think any one of us will forget that.

What's kept you at IDG for 10 years?
Mostly the people. We have a great team here.

Family
My wife Seema and I are expecting our first child in November.

What ability do you wish you had
The ability to drive a Pedro Martinez fastball 500 feet to the opposite field.

Fantasy job
Lead pilot for the U.S. Navy's Blue Angels flight demonstration team.

Five people — living or dead — you'd invite to a dinner party?
Bruce Springsteen, John Belushi, Jim Morrison, George Carlin, Bill Clinton.

As a kid, what did you want to be when you grew up?
A veterinarian.

First job?
Cook's assistant/dishwasher (mostly dishwasher) at the Hayloft Dinner Theatre in Manassas, Va.

Do you have any pets?
Four cats: Boann, Brenna, Mishka and Nikita.

***Michael Cooney** (r) was the guest of IDG Chairman **Pat McGovern** at a recent dinner at Boston's Ritz-Carlton celebrating his 10 years of service to Network World.*

Your idea of a perfect day alone?
A bottle of tequila, a hammock and a beach, preferably on the island of Kauai.

Favorite movie of all time?
Tie between "Animal House," "Pulp Fiction," and "True Romance."

What books are on your nightstand?
To Kill a Mockingbird and *Moneyball*.

Favorite thing to do that doesn't cost any money?
Walk on the beach.

What sports do you play?
Softball, tennis, volleyball

What do you wish you had started earlier in life
Screenwriting

Favorite vacation spot?
Nags Head, N.C.

If you won the lottery tomorrow, you would
Buy a boat that I would tie up outside of a huge beach house in Key West, Fla.

Retirement dreams?
Write a screenplay I sell for $1 million and then look into that beach house/boat combo I mentioned.

Manager's profile
"Michael shoulders one of the heavier work loads at *Network World* and has since I can remember. As a reporter, he was in charge of explaining extremely technical IBM-related topics in language the rest of us could understand. As a manager and editor, he dives into one big project after another, always keeping the focus on the *Network World* reader. And as manager of our softball team, he fosters great team spirit — regardless of how good the team's record is."

— Bob Brown, executive editor, News, Network World

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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GamePro gets big exposure with small-screen gig

*GamePro Associate Entertainment Editor **Sean Molloy** will be Video Game Block's on-air personality.*

GamePro magazine is leaping from print to the TV airwaves. Beginning next month, IDG Entertainment's flagship publication will be the exclusive magazine partner of the Game Show Network's (GSN) "Video Game Block," a two-hour show on new games, gaming industry news and reviews. The show will air three times a week for 13 weeks on U.S. cable television.

Chosen by GSN from several demo tapes submitted by *GamePro* staffers, Associate Entertainment Editor **Sean Molloy** will be the Oakland, Calif.-based publication's on-air face. He will be providing two-minute segments — the "GamePro 120" — during each show. Each segment, written by *GamePro* Senior Editor **Dan Amrich**, will feature a hot new gaming product, game reviews and previews, and codes. There will also be themes, such as "Scary Games" during the Halloween week segment. Molloy began filming his segments in Los Angeles this month.

"This is an excellent opportunity to promote the successful *GamePro* brand with its 15 years of editorial expertise to the millions of Game Show Network viewers," said **Francis Mao**, senior VP of Editorial and Creative Services for IDG Entertainment.

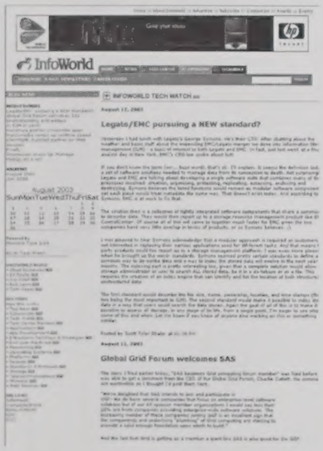
According to IDG Entertainment Marketing Manager **Sherry Pedrin**, GSN reaches 50 million households across the U.S. The network approached *GamePro* about being the editorial experts for the Video Game Block. After submitting a proposal, *GamePro* won the exclusive partnership over several of its competitors.

In addition to the segments airing during the show, *GamePro* will also run 17 15-second spots on GSN outside of the Video Game Block time slot during its 13-week season.

For more information contact Sherry Pedrin at spedrin@gamepro.com. WU

InfoWorld's newest Weblog is a group effort

Deeper context provided by allowing reporters to post opinions



INFOWORLD TECH WATCH

August 12, 2003

Legato/EMC pursuing a NEW standard?

August 11, 2003

Global Grid Forum welcomes SAS

When covering a trade show or press conference, reporters will post to the blog from the event, adding on-site depth to their stories and trading comments publicly.

Tech Watch, InfoWorld's group Weblog for its news staff, is about participation — both for those who post to it and those who read it. Launched in July, Tech Watch provides deeper context to news stories and industry events by allowing *InfoWorld* reporters to post their own opinions along with the news, which in turn promotes greater interaction and more dynamic discussion with readers — and draws new ones to Tech Watch as well.

Mark Jones, *InfoWorld* executive editor, News, said that running a blog is a great way to take a leadership position in the industry. However, a group blog such as Tech Watch is rare in a medium full of solo voices, he noted, and is possibly the first from a publisher on the Web.

"What we're trying to do is mix the individual personalities of our reporters — their brand within the marketplace — with the news. It allows for more non-traditional news stories with different types of content and context because the medium is more informal," he said.

Tech Watch readers come from the www.infoworld.com audience and the IT blogging community at large. "Based on reciprocal linking, we're getting traffic from people who link their blogs to Tech Watch," Jones said. "It's an added dimension to our existing audience and opens *InfoWorld* to the wider blog community. The more we're linked around the Internet, the broader reach we have to capture new readers."

Tech Watch uses Rich Site Summary (RSS) technology, a publish-and-subscribe mechanism that allows readers to subscribe to the blog and be notified when new posts go up. "Rather than bookmarking blogs and having to remember to check them, this makes it much easier and faster for readers to follow disparate discussion threads," Jones said.

continued on page 5

in brief newsworthy

IDG U.K.'s Techworld nominated as best launch by online association

Techworld (www.techworld.com), launched by IDG U.K. last May as an online resource for IT professionals, is one of three sites nominated by the U.K. Association of Online Publishers as Best New Launch 2003/Business. The site represents IDG's first editorial foray into the British IT enterprise market since the early 1990s.

TECHWORLD
The infrastructure & network knowledge centre

There were more than 170 entries received in all for 16 awards categories this year. The most recent IDG entity that made the short list of nominees was *PC Advisor* in 1999 for Best Integration of Media.

Techworld contains network-related news and features articles from IDG's global family of sites in the enterprise sector. In addition, users who provide detailed demographic information can log onto special Knowledge Centers on topics such as security, storage, and mobile and wireless. There are sponsor opportunities for each Knowledge Center, and lead generation is the site's primary revenue model. During August, there were almost 5,000 registered users, 96,000 unique visitors and more than 240,000 page impressions.

The winners in each awards category will be announced Oct. 14. For more information contact Publisher **Guy Eaton** at guye@idg.co.uk or go to www.ukaop.org.uk/awards/. WU

Network World magazine, editor recognized by telecommuting group

Kirstner

Network World and Net.worker Managing Editor **Toni Kistner** were honored last week for their ongoing commitment to promoting the benefits of teleworking and telecommuting by the Washington, D.C.-based Telework Coalition (www.telcoa.org).

The annual Telework Awards "recognize the people and organizations that further the adoption of telework and telecommuting and encourage others to follow in their footsteps," said Chuck Wilsker, executive director of TelCoa.

Network World's Net.worker section appears in the publication every other week and focuses on the technical challenges network IT executives face in dealing with remote workers. Kistner, who also oversees the Small/Medium Business Channel on Network World Fusion, not only writes about telecommuting issues for the newsweekly, she lives them. Though she has worked for the Southborough, Mass.-based publication for three years, she has never spent more than a few days at that office, instead working out of her home office, first in Queens, N.Y., and currently in Portland, Maine. WU

Ad Age report chronicles U.S. magazine performance in 2002

Advertising Age's 14th Annual Magazine 300 Report showed that the top 300 magazines in the U.S. calculated a gross revenue growth of 3.1% ($29.40 billion) for the year 2002.

It marked a return to positive growth after a decline of 3.1% in collective revenue in 2001. However, advertising page counts declined for the second consecutive year in 2002.

IDG publications held these rankings in the following categories. For more information go to www.adage.com/news.cms?newsId=38753.

Top 300 Magazines Ranked by Total Advertising and Circulation Gross Revenue in 2002:
# 165 *Computerworld*
#172 *GamePro*
#174 *Macworld*
#188 *CIO*

Top Magazines by Ad Pages: Computer/Technical/Internet Magazines:
#3 *Network World*
#5 *InfoWorld*
#9 *Computerworld*

Computer Magazines by Growth in Ad Pages:
#2 *Network World*
#4 *PC World*
#5 *Computerworld*
#7 *InfoWorld*

Top Magazines by Ad Revenue: Computer/Technical/Internet Magazines:
#3 *Network World*
#5 *PC World*
#6 *InfoWorld*
#10 *Computerworld*

Computer Magazines by Growth in Ad Revenue
#2 *Network World*
#4 *PC World*
#8 *Computerworld* WU

Coming up

China Hi-Tech Fair/ComNet Shenzhen
Oct. 12-17
China Hi-Tech Fair Int'l
Exhibition Centre
Shenzhen, China
www.chtf.com
www.comnetshenzhen.com.cn

IDC's Global Research Advisory Council
Oct. 13-15
San Diego, Calif.
Contact: Meta Haase
mhaase@idc.com

European Server Vision 2003
Oct. 21
London
http://emea.idc.com

Storage Networking World
Oct. 27-30
Orlando, Fla.
www.computerworld.com/events/snw

Asia/Pacific Server Vision Conference
Oct. 28
Beijing
www.idc.com.cn/Events/server2003/eindex.php

Asia/Pacific Server Vision Conference
Oct. 30
Taipei, Taiwan
www.idc.com.tw/Event/ServerVision2003/index.htm

CIO Perspectives®
Nov. 2-4
Phoenix
www.cio.com/conferences

IT Spending Outlook
Nov. 14
Santa Clara, Calif.
www.idc.com/itspending02

Send event listings to world_update@idg.com.

one on one *the interview*

Kapil Dev Singh

The country manager of IDC India is this week's guest columnist. He may be reached at kdsingh@idcindia.com.

IDC India at-a-glance

Established IDC has had a presence in India since 1987.

Location Gurgaon (outside Delhi) with 22 employees.

Regional offices Bangalore (11 employees), Mumbai (two employees), Chennai (two employees).

Latest accomplishments

- Landed an order from NASSCOM, the biggest IT industry association. The study is to look at ways for increasing the penetration of PCs in the country.
- Wide publicity on a Business Process Outsourcing report that was co-branded with ASSOCHAM, a leading industry association.
- Successfully organized a customized event for Datacraft on "Making the Most of IP Convergence for Asia's Enterprises." It was a breakfast meeting for more than 30 CIOs.

Q Describe India's IT market research arena.

A The local IT market research industry is heating up with global biggies like Gartner, and Frost and Sullivan getting active in India. IDC India, being the oldest, has a firm grounding with matured research products and services pertaining to the domestic market. We also have the first-mover advantage along with having in-depth knowledge of the market.

Q How is India's IT market structured?

A The IT market in India was close to US$16 billion in 2002. We see a continued growth performance for the Indian IT sector over the next four years and expect the IT market to grow by a compound annual growth rate of 28% to reach $42 billion in 2006. IT exports continue to be the main driver of growth for the Indian IT industry, accounting for 65% of the total IT market. The exports market is largely dominated by Indian players. Notable among them are TCS, Infosys, Wipro, HCL and Satyam. On the domestic front, Indian companies are more prominent in PCs (70% of the market is local assemblers) and IT services (support, integration and training).

Q What is the current status and growth potential of the outsourcing market?

A Business Process Outsourcing (BPO) services export is the hottest category, growing at a 54% compound annual growth rate for 2002 to 2006. The opportunities for India are tremendous with the growing need for businesses globally arising from the key drivers like cost management and increasing complexity of IT environments. The cost advantage of India as a base has undoubtedly been established through a decade-long experience of developing and maintaining IT infrastructure for large global corporations, thus giving India the competitive advantage over other low-cost bases that are emerging such as China and Russia. An increasing number of global companies are looking to outsource various services such as technical help desk services, data analysis, market research and content development to Indian companies.

Currently, Indian BPO service providers are providing mainly customer-care services such as call centers for customer query handling and low-end data-entry back-office processing services to their customers, which are necessarily only a part of a process and not the entire function itself. Though back-office processing and customer care will remain the breadwinners for the Indian BPO service providers, the Indian BPO players will graduate to complete process services to help clients achieve their strategic business transformation.

Q What are some innovative ways in which computers are being used by ordinary people?

A What is particularly fascinating is the way (though not very widespread) the technology is being used innovatively to help the rural, uneducated Indian population. One example is an e-agricultural marketing project to help farmers. Under this government project, operations of Mandis [the wholesale market for agricultural products] in Madhya Pradesh will be available online, where the farmers will no longer bring their produce to the Mandis. Instead, they use e-transactions to sell the produce online, reducing their transit and handling losses and optimizing price realization. Another example is the creation of a service to computerize land records in Andhra Pradesh and make them available to the people for a nominal fee and another that provides a wide spectrum of services including the payment of utility bills and the issuance of certificates, permits, licenses, reservations, passport applications, etc. All these are government-to-citizen initiatives taken to ensure that the common man also enjoys the benefit of information technology.

Q Is there a "brain drain" problem for the Indian IT industry?

A Brain drain has been a typical problem for many decades. The majority of students graduating from India's premier tech schools have been migrating to the west. It is these people who have played a major role in building the "Indian brand" that has enabled the country to gain a prominent place on the global map because of its contribution to the IT industry. Today India is considered to be synonymous with IT, which reflects a lot of credibility. What's interesting to note is that some of these people have started moving back to India. A lot of them have been returning because the Indian economy is growing and opportunities are increasing here. And I am sure it's always a welcome idea to come back home; one can call it "reverse drain."

More of Singh's column can be found on IDG World Update Online (www.idgworldupdate.com).

Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy*** *will be passed along anonymously. Write to world_update@idg.com.*

IDC marketing specialists hold idea-sharing summit

IDC held its FY04 Worldwide Marketing Summit earlier this month in Framingham, Mass., as a way to exchange best practices and ensure there is consistency in promoting IDC's activities and supporting the sales teams. While the U.S. and regional marketing teams gathered for a similar meeting last year, the FY04 event was the first under the direction of IDC SVP Worldwide Sales and Marketing **Don Best**, who was recently asked to lead IDC's global marketing initiatives (see Noteworthy column, p. 6).

In addition to presentations by the regional marketing teams, four marketing committees that were formed earlier this year presented ideas and tools and took on new tasks for the coming months. Among the highlights for each committee:

Events Committee

The group will develop a master events calendar for the U.S. sales force that will include not only major IDC events such as Directions but also telebriefings, Web conferences, breakfast briefings and external events featuring analysts as speakers. The calendar is expected to be available within the next month in PDF format on IDC's intranet, insideidc, and will be e-mailed to the IDC salesforce.

Marketing Metrics Committee

The team created an Excel-based tool to assess the return on investment (ROI) for all IDC marketing activities such as events and promotions. This will enable ROI reporting to be consistent across all groups and regions, so IDC can receive a consolidated measurement of ROI on its marketing activities each month.

IT Professionals Committee

This group will provide the sales force with a set of PowerPoint slides highlighting IDC's influence on IT professionals. The team will recommend how to include user influence content in IDC's new corporate and group brochures and work with IDC's management committee to develop user testamonials. The group will also develop a "User Influence Message Map," an internal positioning tool to develop market messages.

Competition assessment

The group provided an up-to-date analysis of IDC's main competitors, which generated ideas about how to best position IDC relative to the competition through collateral material, promotional campaigns and other marketing initiatives.

In addition to attending the summit, IDC's U.S. product marketing teams — composed of approximately 20 people representing more than a dozen product areas — convene weekly under the name of the "Marketing SIG" [special interest group] to share ideas. Often marketing specialists from other regions will participate via teleconference.

Representatives from other IDC departments, including IT, Sales and Publishing Services, also attended the summit. "All of us at IDC touch customers, and we all have a stake in marketing," Best said. " At IDC, marketing is not a department, it's a company orientation."

For more information contact Dawn Bomba at dbomba@idc.com.

Effective event invitations

The Promoting Events presentation by Marketing Specialist **Reagen Brown** and Associate Marketing Specialist **Kimberly Tulman** at the IDC Marketing Summit included these tips:

- Use HTML and PDF invitations rather than text e-mail messages to appeal to the 70% of the population that best-absorbs information through visual means.
- Enlist the help of analysts and salespeople to promote the event during the course of their conversations with 10 or 20 top prospects. Be sure to provide analysts with event collateral to distribute at vendor briefings and client meetings.
- Send retention e-mails two days prior to the event to decrease drop-off among those who have already registered.
- List events in local business journals.

During the Marketing Summit, IDC presented the first in what will be an annual set of awards to recognize marketing excellence in the U.S.

Nominations were made by the U.S. sales team, as well as the U.S. marketing team. Recipients were chosen in conjunction with IDC Human Resources and were reviewed by IDC's 10:10 management committee. Excerpts from the presentation are at right.

First IDC marketing awards presented at summit

Innovation Award
Market Development Manager ***Jonathan Guloyan*** *(Communications)*

Given to the marketing professional who has most demonstrated the ability to develop innovative and creative marketing programs. Among the nomination excerpts: "Jon is truly a sales enabler" and "Jon is always looking for new ways to reach new prospects."

ROI Award
Marketing Programs Director ***Miriam Kutcher*** *(Global Access Group/New Business Initiatives)*

Recognizes excellence in generating ROI on marketing programs. Miriam successfully pioneered the effort to analyze the ROI of events, and her methods were adapted across IDC. According to one salesperson, "Miriam's marketing activities are like money in the bank."

Collaboration Award
Marketing Specialist ***Reagan Brown*** *(Software)*

Given to the person who has demonstrated a high level of cross-group collaboration. Reagan has been "instrumental in closing the gap between research, marketing, and sales," according to one nomination. "Her diligence in quietly building teamwork for the benefit of the business is greatly appreciated," said another.

Marketing Professional of the Year
Market Development & Marketing Programs Director ***Dawn Bomba*** *(Software)*

Recognizes overall excellence in marketing and business development. She has been a key catalyst in helping to get the message about IDC's value to all types of customers into all of IDC's marketing programs. Dawn was also recognized for her overall marketing leadership, including her leadership of the Marketing Special Interest Group.

WORLD UPDATE PHOTOS

September 29, 2003

Research Analyst, Server Group (IDC)

IDC's Server Research Group is recognized as the industry standard for understanding the server market and forecasting trends. The Research Analyst will support the supply side and demand side research initiatives by providing data modeling and qualitative writing with respect to quarterly market data, survey results and trends in the industry. Requirements are proficiency in the use of Excel including formulas, linking cells, building models, working with macros and preferably some experience with pivot tables; analytical thinking including the ability to draw logical and insightful conclusions from multiple data points and communicate and defend position to clients; demonstrated writing skills; Bachelor's degree with coursework in economics and mathematics; and enthusiasm for a challenging role with diversity in responsibility and opportunities for development. Industry experience is preferred but not required. Please see idc.com for full job description

Location: Framingham – MA

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Director, High Performance Computing (IDC)

IDC's Workstations and High-Performance Systems (WHPS) service is the leading global provider of strategic business planning information on workstations and high-performance systems environments for the public and private sectors. By examining advanced technologies, applications, and adoption dynamics, this service provides insight into the behavior of existing and emerging markets. We are currently seeking a Research Director to be an integral part of our continuous information service, consulting practice, bi-annual HPC User Forum, and tracker products. We are seeking individuals who possess 15+ years of technical markets industry knowledge with a strong emphasis on high performance computing. Individuals must have experience in roles that have developed their abilities to be strong writers, analytical thinkers, public speakers and advisors to clients. Experience at an HPC vendor or as an analyst covering same or similar markets is highly preferred as is experience in strategic planning and product management. Applicants should have or be working towards an advanced degree in business or the scientific/technical computing market. Please see idc.com for a full **description.** ***Location: Framingham – MA***

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Staff Accountant (IDC)

IDC, the research and consulting division of IDG, is seeking an experienced accounting professional to join the IDC Corporate Finance Group based in Framingham, MA. This position is part of a collaborative team that is responsible for IDC's accounting and financial analysis functions. As a member of this team you will have ownership on pieces of the accounting process in both U.S. and international areas. Key responsibilities include general accounting, approving and processing Intercompany payables, ensuring effective communication of financial information to IDC divisions, monthly WEB reconciliation and journal entries, developing, updating, and administering E-Commerce Accounting initiatives, balance sheet account reconciliation, assisting with month-end and fiscal year-end closings including P&L review meetings, and generating and inputting month end journal entries. Please see idc.com for full description.

Location: Framingham – MA

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

(cont.)

Go to **http://careers.idg.com** to view all current job opportunities at IDG

Sales Manager, Consulting (IDC)

IDC Sales is looking for a Sales Manager to become part of a leading sales team committed to selling our superior offerings to the Fortune 1000, Government and the Information Technology Sector. To manage your accounts more efficiently, you will have the support of the entire East Coast sales organization and access to leading edge technologies. IDC salespeople are viewed as a strategic partner to our clients and play a key role in providing valuable insight to solve complex business issues. Requirements for the position include a minimum of 6+ years of proven consultative sales experience in information technology (services, software, hardware) to large multinational companies that includes the ability to close complex deals and solutions and have demonstrated success in developing strong relationships with senior level management. To be successful in this role, the Sales Manager must be able to provide integrated solutions to help clients make IT related decisions within their organization. To achieve this, one must be able to quickly learn the many IDC offerings and have excellent communication skills. IDC's sales force reflects a high level of professionalism and integrity. Business development and client relationship management experience, proficiency in Microsoft Word, Excel and Powerpoint and a bachelor's degree is required. The role requires 25% travel. Please see idc.com for the full description. ***Location: Framingham – MA***

Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Account Executive, Major Industry Accounts (IDC)

IDC is looking for an Account Executive to join our Major Industry Accounts Sales Team. This position will be part of a collaborative team and will support two Senior Sales Representatives via business development and account management. The Account Executive will prospect for incremental opportunities, assist and follow up on proposal generation, respond to clients' requests for information and/or problems, and continue to enhance the client value proposition. In addition, this position will develop and in-depth knowledge of IDC products and services, and will build strong relationships with individuals across IDC. This position requires strong written, analytical, and verbal communication skills. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Three-to-five years sales or market research industry experience is preferred, but not required. This role requires very limited travel and is based in our **Mountain View, CA** office.

Contact: C. Burton, Fax: 508-935-4432, Email: cburton@idc.com

Audience Development Director (GMG)

IDG Entertainment, publisher of GamePro magazine--the third largest male teen magazine in America--Code Vault, and GamePro.com is seeking an Audience Development Director with a minimum of seven years' experience managing paid circulation, single copy sales activities, and digital audience development for a media company. Candidates should be able to effectively implement strategies to achieve circulation and Internet traffic goals, possess excellent analytical skills, and have the ability to demonstrate mastery of modeling. The Audience Development Director will be responsible for strategic planning; budgeting; comprehensive financial reporting; modeling; managing of ABC audits and publisher's statements; implementing promotion and cross marketing efforts to acquire new subscribers and renew existing subscribers; and supervising subscription fulfillment activities. They will work closely with our editors and sales teams to help maintain a top-quality audience for our physical and digital product lines. **Please indicate Audience Development Director in the subject line when applying to this position.** ***Location: Oakland CA***

Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Go to **http://careers.idg.com** to view all current job opportunities at IDG

off site after hours

GamePro's Young thinks young with volunteer role, job

MICHELLE NELSON

***Lindsay Young**, a Star Wars fan, buddies up with Boba Fett in the GamePro office.*

Lindsay Young spends his days and nights working for — or with — kids. As senior associate editor at IDG Entertainment he writes and edits for *GamePro* and *CodeVault*, GamePro.com and other projects. Lindsay also spends two nights a week working with at-risk youth at a San Francisco youth center.

Young's 9:00-to-5:00 day involves playing video games, planning and developing content, meeting with gaming industry public relations and marketing representatives, and "lots and lots of writing, lots and lots of editing – with some ping-pong and foosball sprinkled in, too," he said. "If it weren't for the incredible staff my days would be long and drawn-out," he said. "Everyone supports everyone else, and we all challenge each other to be better, both professionally and personally."

What he finds can be daunting is staying up to date with the likes, dislikes and fads – gaming or otherwise – of his target audience, largely young male teens. "Young people's personalities and attitudes are always changing, and we need to keep an eye on these changes if we want to succeed," he said.

Young gets a chance to tap into those ever-changing adolescent opinions through his work with the Beacon Center in Chinatown, where he's been a youth coordinator for three years and leads an after-school program. Most of the boys are in middle school or early high school and live or have lived in high-crime neighborhoods. Many have been involved in the juvenile justice system.

"The program is built on the idea of creating a youth-led, open and safe place where young boys can hang out and have fun," he said. "We'll do everything from playing basketball, have video game tournaments, cook, or just venture out. The catch is that the kids need to organize each activity."

Despite the intensive training he received, he said the job takes patience, "lots and lots of patience. Working with youth, you'll almost never see positive results overnight. It takes a lot of time to talk, listen, and understand what each individual is going through. But more importantly, it takes the ability to listen and understand where each young person is coming from and how they're handling their life. It's up to me and the other staff to provide choices so they're aware that there are healthy alternatives to dealing with their life issues."

Young's commitment to both his *GamePro* job and volunteer work keep him on the run. "It's a constant battle of balancing both activities, but I've made enough time for both to still enjoy where I'm at in life."

Tech Watch

continued from page 1

*"You need to be part of the discussion, not merely an observer," says **Mark Jones** of infoWorld's Tech Watch Web log.*

InfoWorld is one of the few publishers, Jones claims, that includes advertising in the RSS e-mails to subscribers, not only for Tech Watch but its 15 other RSS feeds, which cover news, reviews, columnists and a range of categories. Advertisers pay per click, Jones said. "It's an opportunity to explore new revenue channels for online," he said, adding that initially some complaints about the advertising emerged on various blogs, but after *InfoWorld* changed its methodology in response, the criticism disappeared.

"In fact, our IT people told me that traffic to our top news RSS feed has doubled since July, despite the inclusion of advertising," he said.

Although *InfoWorld* has five other blogs written by staffers such as Chief Technology Officer **Chad Dickerson** and Lead Analyst **Jon Udell**, Jones said Tech Watch has grown consistently and is a leading reference site on infoworld.com, "often one of the top 10 URL references on the site, tracking news across the board."

The *IW* news staff uses the blog, which was built by Dickerson and Senior Web Designer **Eric Hill**, to see what their co-workers are reporting on and thinking. For example, when covering a trade show or press conference, reporters will post to the blog from the event, adding on-site depth to their stories and trading comments publicly. "It creates part of the theater that keeps readers interested," said Jones, who monitors the site with Associate News Editor **Tom Sullivan**.

"You need to be part of the discussion, not merely an observer," Jones said. "What's clear to me is that blogs and 'traditional' journalism are ideal partners for delivering, aggregating and analyzing news."

Tech Watch can be found at http://weblog.infoworld.com/techwatch. For more information, contact Mark Jones at mark_jones@infoworld.com. For more information on *InfoWorld* blogs see the May 5, 2003, issue of *IDG World Update*.

noteworthy people

MICHELLE NELSON

Hess

IDG WORLD UPDATE

Woltag

IDG WORLD UPDATE

Phillips

IDG WORLD UPDATE

Calento

Promotions

Human Resources Representative **Lisa Hess** has left PC World for IDG Entertainment where she will be Human Resources manager. "Lisa, who worked with IDG Corporate HR for almost four years before joining PC World, came to us at precisely the time that we needed her most," said **Kate Coldwell**, VP Human Resources. "Her year-plus experience working with InfoWorld was invaluable to us as we took over as their HR provider. I can't imagine having survived the past six months without her. Now it's IDG Entertainment's turn to enjoy the exceptional employee service, dedication, organizational wizardry and sense of fun she brings to her work each day." Lisa holds a B.A. in public administration with an emphasis on human resources from San Diego (Calif.) State University.

New employees

IDC's Financial Insights group welcomes Senior Account Executive **Christine Woltag**, who recently held the same title at Forrester Research. Christine earned a B.A. in English from Boston College.

Rhoda Phillips has joined IDC's Storage Research Group in Framingham, Mass., as a research manager. She was previously a senior strategic analyst in software engineering at EMC Corp. Rhoda has a bachelor's degree in music from the University of Hartford in West Hartford, Conn., and a master's in education from Indiana University in Bloomington, Ind. Outside the office she enjoys running and plays the cello for the Lincoln-Sudbury Civic Orchestra.

InfoWorld's new VP of Marketing is **Paul Calento**. While most of his publishing career has been spent at CMP Media and Miller Freeman, he was most recently associate publisher of the start-up consumer electronics magazine *Dig_iT*. He holds an undergraduate degree from Boston University with a concentration in marketing, is an avid cyclist and was, in his youth, a champion accordion player in his age group ("I've been known on at least one occasion to play polkas for customers," he said.)

New roles

Three IDC managers have taken on new roles and responsibilities, IDC President & CEO **Kirk Campbell** announced recently.

Gigi Wang, previously senior vice president and chief marketing officer, will serve as senior vice president/strategy. She will focus on the development of IDC's strategy, working closely with the 10:10 management committee and play a lead role working with other managers to strengthen IDC externally and internally. Gigi will continue to focus on executive outreach with client companies and oversee the teams responsible for IDC Inquire, press relations and client telebriefings and quote permissions.

Don Best, now senior vice president/worldwide sales and marketing, has expanded his responsibilities from managing U.S. sales and leading global sales to include leading IDC's U.S. and worldwide marketing activities.

IDC Chief Financial Officer **Mark Sullivan** has added Corporate Services to his management responsibilities. IDC Chief Information Officer **Mitchell Rose**, who manages most of IDC's Corporate Services groups including IT, Telecom, Interactive Products & Services, and Publishing Services & Technologies, will report to Mark.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Test your recall — a prize may be yours!

The answers to the following questions appear in the Sept. 1, Sept. 8 or Sept. 15 issues of *IDG World Update*. Check your back issues or World Update Online.

Send in your answers to world_update@idg.com by Oct. 6, and the correct entries will be entered into a drawing to receive a canvas IDG tote bag. Good luck!

1) LinuxWorld Conference & Expo, held Aug. 4-7, took place in:
New York
San Francisco
Boston

2) Six IDG representatives were named Top Influencers by which industry publication?
Technology Marketing
min'sB2B
Folio

3) Which IT company executive appeared on the cover of a recent *InfoWorld*?
Bill Gates
Steve Jobs
Michael Dell

4) Which IDG business unit is now managing IDG.com and IDG.net?
IDG Global Solutions
IDG International Publishing Services
InfoWorld

5) Which IDG product line(s) will be holding a meeting next month in New York?
CW/IW/CIO
Network World
GamePro and GameStar

6) What did IDC Mountain View staff do to raise money for AIDS research?
Go on a 10K walk
Bike in a charity ride
Play croquet

7) How many employees does IDC India have?
55
37
24

8) How many downloads (applications and updates) are available on Macwelt Premium?
4,000
2,500
750

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29

Ann Clark *IDC*

25

Helga Biesel *IDG Germany*

23

Maria del Carmen Doehler *IDG Germany*

22

Karin Giffhorn *IDG Germany*

19

Anton Paunert *IDG Germany*
Ingrid Holzbauer *IDG Germany*
Juan Marquez *IDG Poland*

16

Pascal Gautier *IDG France*

14

Christophe Witte *IDG Germany*
Mario Toffoletti *IDG Italy*
Martin Wallström *IDG Sweden*
Pascal Meyer *IDG France*

13

Andrew Ware *IDC*
Gerhard Holzwart *IDG Germany*
Hans Hausner *IDG Germany*
Wilson Wan *IDC China*

12

Ines Mühlbauer *IDG Germany*
Stephan Scherzer *IDG Germany*
Stefan Ueberhorst *IDG Germany*
Jean-Pierre Antonio *IDG France*
Jose Palacios *IDG Spain*
Darren Whiteman *IDG U.K.*

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Freeman Bradley *IDC*
Robert Peyton *IDC*
Jürgen Hill *IDG Germany*
Iris Müller *IDG Germany*
Wlodzimierz Duszyk *IDG Poland*
Toshiro Nishihara *IDG Japan*

10

Bernd Reder *IDG Germany*
Edith Höllersberger *IDG Germany*
Stan Peck *IDC Canada*

9

Wolfgang Sommergut *IDG Germany*
Kerstin Lohr *IDG Germany*
Margarete Kuther *IDG Germany*
Roberta Prandini *IDG Italy*
Deborah Vilella *IDG Italy*
Claus Krogh *IDG Denmark*

8

Alexander Dankesreiter *IDG Germany*
Heidi Schwab *IDG Germany*
Karen Battley *IDG Global Solutions U.K.*
Nathalie Boisson *IDG France*

7

Ursula Nehring *IDG Germany*
Mauro Buccola *IDG Italy*
Fabrizio Gioja *IDG Italy*
Martin Canning *IDC Benelux*
Linda Djurhuus *IDG Denmark*
Krzysztof Frydrychowicz *IDG Poland*
Alejandro García *IDG Spain*
M. Luisa Gijon *IDG Spain*
M. Angel Gomez *IDG Spain*
Jordanka Slavcheva *IDG Bulgaria*
Lars Goransson *IDC Canada*

6

Mitchell Rose *IDC*
Bea Fülle *IDG Germany*
Frank Niemann *IDG Germany*
Michito Kimura *IDC Japan*
Kiyotaka Beppu *IDG Japan*

5

Kathleen Moran *IDG World Expo*
Regena Marie Adams *IDC*
Sara Fitzgerald *IDC*
Thomas Valovic *IDC*
Alexandra Mesmer *IDG Germany*
Hans-Jürgen Humbert *IDG Germany*
Michael Schmelzle *IDG Germany*
Alexander Bauer *IDG Germany*
Walter Reindl *IDG Germany*
Ki Vesterberg *IDG Sweden*
Jesper Troelstrup *IDG Denmark*
Henrik Sonne *IDG Denmark*
Ervin Hansen *IDG Denmark*
Daniel Comino *IDG Spain*
Arancha Herranz *IDG Spain*
Imaculada Rico *IDG Spain*
Nobuo Toyoshima *IDG Japan*

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Adelbert Gillen III *IDC*
Rebecca Williams *IDC*
William Casey *IDC*
Hanh Nghi *IDG Communications*
Linda Drasal *IDG Germany*
Beate Wöhe *IDG Germany*
Axel Hollenbach *IDG Germany*
Eva Fertner *IDG Germany*
Melanie Bernard *IDG Germany*
Bernhard Haluschak *IDG Germany*
Christian Vilsbeck *IDG Germany*
Michael Eckert *IDG Germany*
Malte Jeschke *IDG Germany*
Mats Ståhlbröst *IDG Sweden*
Leila Bienfait *IDG France*
Jean-Luc Rognon *IDG France*
Esther Macias *IDG Spain*
Denis Vance *IDC Canada*
Jamie Snowdon *IDC U.K.*
Karlheinz Pichler *IDG Switzerland*
Miyuki Tokita *IDG Japan*
Travis Darrow *IDC Hong Kong*

3

Amanda Fox *Bio•IT World*
Sarah Hindmarsh *IDG World Expo*
Ricardo Villate *IDC*
Staffen Engstrom *IDC*
Eri Meyer *IDC*
Martina Clausen *IDG Germany*
Alexander Freimark *IDG Germany*
Claudia Capello *IDG Germany*
Tanja Braun *IDG Germany*
Riem Sarsam *IDG Germany*
Marco Bertoli *IDG Italy*
Claudio Leonardi *IDG Italy*
Ilaria Roncaglia *IDG Italy*
Niklas Ekman *IDG Sweden*
Anja Garbarsch *IDG Denmark*
Ryuichi Yokoyama *IDC Japan*
Tadako Aoyama *IDC Japan*
Kyuka So *IDC Japan*
Daniel Chaput *IDG France*
Karine Bernard *IDG France*
M. Jose de Cadiz *IDG Spain*
Andrea Regina Renger Almeida *IDC Brazil*
Charles Henrique Schweitzer *IDC Brazil*
Anne Joyce *IDC U.K.*
Kuniko Tanaka *IDG Japan*
Naomi Otsuki *IDG Japan*
Reuben Tan *IDC Singapore*
Allen Yu *IDC SIngapore*

2

Deborah Walsh *Bio•IT World*
Mónika Babinecz *IDG Hungary*
Andrea Bohn *IDG Hungary*
Hildegard Freund *IDG Germany*
Andreas Blum *IDG Germany*
Alfred Bader *IDG Germany*
Nicole Bergmair *IDG Germany*
Claudio Panerai *IDG Italy*
Roberto Sacchinello *IDG Italy*
Eamonn Kennedy *IDC Benelux*
Dana Dobrovodská *IDC CEMA*
Pavlin Stoychev *IDG Bulgaria*
Chigiri Ino *IDG Japan*

1

Andres Etchenique *IDC*
Caroline Morgan *IDC*
Pamina Schmidt *IDG Germany*
Heike Meironk *IDG Germany*
Georg Valtin *IDG Germany*
Ricardo Vilchis *IDC Mexico*
Calvin Luk *IDG Hong Kong*
Yasusuke Suzuki *IDC Japan*
Kevin Calderone *IDC Brazil*
Cvetan Hinkin *IDG Bulgaria*
Marilyn Carr *IDC Canada*
Loo Jian-Sern *IDC Malaysia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Barbara Sullivan

Home
Framingham, Mass.

Joined IDG
In April 1991, I was hired as an administrative assistant to **Kathy Dinneen**, president of IDG Research Services.

Career path since joining IDG
At IDG Research Services, Kathy introduced me to syndicated research, using the early Simmons CompPro and IntelliQuest CIMS studies. Since 1994, I have been a research analyst in Network World's marketing department.

Current title
Senior Research Analyst. In addition to providing IntelliQuest information, I provide secondary research information and competitive market information from a variety of sources to the sales and marketing departments.

Most challenging part of your job
Searching for specific information from varied sources is like looking through photo albums for a particular picture — I get distracted along the way.

Best part of your job
I work with a great group of people on a variety of projects, and I'm always learning about something.

Latest accomplishment
I signed up at a gym. Now, I have to go there...

Career highlight
My dinner out with **Pat McGovern** was a definite career highlight!

Best piece of advice you've ever received?
Remember every day that you are in charge of how you feel — no one else is responsible for that.

Person from whom you've learned most about leadership
My manager, **Terry Croci**, teaches by her example.

Most rewarding thing you've ever done
My four children are my greatest joy, along with my grandson, Riley, and my granddaughter, Ava.

Dream destination
Hawaii

First job?
Scooping ice cream at Woodland Dairy in Watertown, Mass.

Fantasy job
I'd work behind the scenes of the Oprah TV show.

THE RITZ LTON

***Barbara Sullivan** was the guest of IDG Chairman **Pat McGovern** at a recent dinner at Boston's Ritz-Carlton in celebration of her 10 years of service to the company.*

Your idea of a perfect day alone
An early morning cup of coffee and a walk on the beach, then curling up with a great book on a sun porch overlooking the water, with an ice cream break in the afternoon.

Favorite movie?
Fried Green Tomatoes

What book is on your nightstand?
Heart of the Soul by Gary Zukav.

Favorite thing to do that doesn't cost any money
I love to dance.

Retirement dream
I'd like to write a book.

Manager's profile
"Barbara's insight and knowledge of syndicated research has had a significant impact on the sales process. She consistently arms the sales force with the most relevant information to most effectively position the *Network World* audience. Barbara always has a great attitude and goes the extra mile for her customers. She is a real asset to our marketing and sales organizations."

— TerryAnn Croci, senior director of marketing, Network World

PDF speeds delivery of World Update

IDG employees can request IDG World Update in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through offices in 50 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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DEMOmobile confirms innovation alive and well in mobile market

"The entire team, many of whom were working on their first DEMO event, did a wonderful job keeping our sponsors, demonstrators and attendees happy and asking for more," noted Network World VP of Events ***Robin Azar****. Above members of that team (back row, l-r):* ***Karyn Williams****, Senior Director of Event Marketing* ***Mark Hollister****, Director of Operations* ***Michele Zarella****, Azar, Senior Operations Specialist* ***Tim DeMeo****, and DEMOmobile Executive Producer* ***Chris Shipley****. Front row, l-r: Event Planner* ***Dale Fisher****, Marketing Manager* ***Sara Evangelous****, Director of Marketing and Audience Development* ***Debra Becker****, Event Sales Manager* ***Maureen Riley****, DEMOmobile Producer* ***Amy Francetic*** *and Event Coordinator* ***Kristen Kennedy****.*

What do Lotus Development's Mobile Notes, Microsoft's Windows-powered Pocket PC, IBM's Thinkpad with built-in Bluetooth and WiFi capability, Logitech's IO digital pen and the Sorrent mobile game platform have in common? The answer is each made its public debut at a DEMOmobile conference. The subsequent success enjoyed by these products might help to explain the large number of companies that vie each year for a coveted spot on the DEMOmobile stage.

Now in its fifth year, DEMOmobile brings a select group of promising mobile and wireless products and emerging technologies together with an audience of the industry's leading investors, executives, analysts and media. "We strive to show only the best new products, not every new product," explained Executive Producer Chris Shipley. "This year [DEMOmobile Producer] Amy Francetic and I looked seriously at products from about 150 companies" before choosing the 37 that were featured at last month's conference, Shipley said. "To be credible with our attendees — and keep them coming back every year — we have to be highly selective. That's the secret to our success."

continued on page 5

Australian CIOs flock to conference in record numbers

IDG Australia's September CIO Conference was the most profitable and best attended in the event's six-year history. Conference organizer and IDG Australia VP **Linda Kennedy** attributed its success to brand recognition and a personal touch.

IDG Australia VP ***Linda Kennedy*** *and a speaker at last months's CIO Conference in Sydney listen to a question from the audience.*

"It helps to be the No. 1 CIO book in the market," she said of the seven-year-old *CIO* Australia. "But I don't scrimp on the conference. I make it a practice to spend big where impression counts — the venue and how the event looks — and then penny pinch where it doesn't — believe it or not, the marketing. Also, I've become a master at finding speakers who don't cost me a fortune but pull an audience."

Among this year's speakers at the day-long event at Sydney's Wentworth Hotel were Gartner VP Marianne Broadbent, head of Gartner's worldwide Executive Programs group who spoke on "The Complete CIO"; Mary Ann Maxwell, former CIO of

continued on page 4

And the winners are...

See page 2 for the names of this year's photo calendar contest winners.

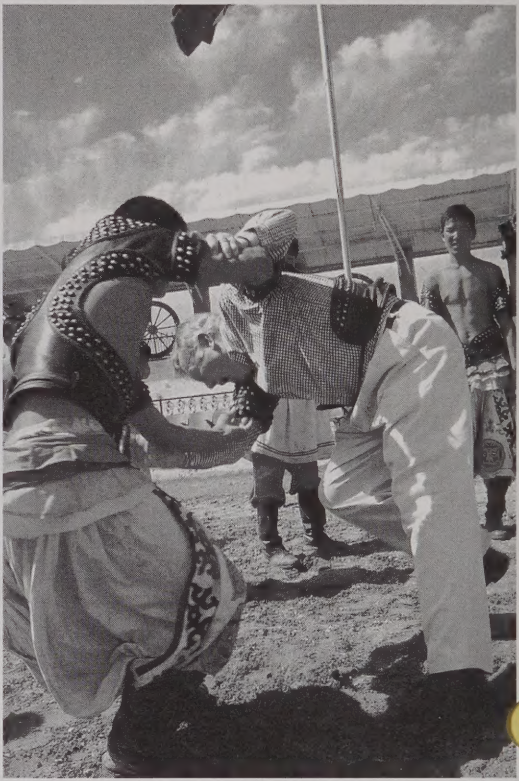
in brief newsworthy

IDG Chairman Pat McGovern taps inner strength on trip to Inner Mongolia

Inner Mongolia fast facts

- An autonomous region of China with an area of 454,600 square miles.
- China's third-largest province
- Bordered on the north by the Republic of Mongolia and Russia.
- The capital is Hohhot.
- Home of Genghis Khan (1162-1227).

"There aren't too many places in the world that IDG Chairman **Pat McGovern** hasn't visited. But one of them was Inner Mongolia. So, as a side trip during his 86th trip to China, McGovern toured Inner Mongolia last month to evaluate investment opportunities for IDG Ventures and assess potential IDG media partnerships in publications, books, TV programs and films. His travels included stops at a TV station, a biotech research center, a film production studio and a university. During the trip, McGovern also visited an Inner Mongolian cultural center where he met (above) and challenged (at right) the local wrestling champions.



San Francisco-based judging panel picks 12 photos for 2004 calendar

IDG WORLD UPDATE

Judges for this year's calendar included (not in order): ***Ben Barbante****, art director, IW;* ***Gary Streng****, associate art director, IW;* ***Nancy Suess****, associate art director, IW;* ***Zorraine Angus****, graphic designer;* ***Nancy Jonathans****, director, Print and Online production, PCW;* ***Eliza Wee****, production coordinator, PCW;* ***Michael Lasky****, senior editor, PCW;* ***Jennifer Steele****, art director, MW;* ***Amy Helin****, senior designer, MW;* ***Sue Voekel****, copy editor, MW.*

The competition was stiff with more than 200 photographs submitted for consideration for the 2004 IDG Employee Photo Calendar. Eleven San-Francisco-area employees representing *PC World, Macworld* and *InfoWorld* deliberated for almost two hours late last month before narrowing their selection to their favorite 12 images.

Leading the pack, for the second year in a row, is **Patricia Bouvier** of IDG France. Second place went to **Yardena Arar** of PC World, and CXO Media's **Gary Beach** clinched third place.

Other winners are:
Gary Anthes, Computerworld
Richard Baguley, PC World
Gina Bajenaru, Bio•IT World
Seppi Heber, IDG Australia
Adam Jadczak, Computerworld Poland
Elinet Medina, PCW Latin America
John O'Malley, IDG
Bob Rawson, Computerworld
Hannah Richardson, IDG Australia

Congratulations to the winners and thanks to all who entered. Calendars will be distributed to employees in late December.

Publications profit margin report for August

IDG World Update recently resumed publication of the names of the most profitable publications in six of IDG's product lines. For a full listing of all the wholly owned publications in each category by rank, see this article on IDG World Update Online at www.idgworldupdate.com. (If you do not have a password for the site, there is a form to request one on the homepage.)

CW/IW publications

1. *Computerworld Australia*
2. *Computerworld Bulgaria*
3. *China Computerworld*

CIO publications

1. *China IT CEO & CIO*
2. *CIO Australia*
3. *CIO Singapore*

Macworld publications

1. *Macworld Sweden*
2. *Macworld U.K.*
3. *Macworld U.S.*

Networking publications

1. *Nettverk & Kommunikation* (Norway)
2. *China Telecom World*
3. *Natverk & Kommunikation* (Sweden)

PC World publications

1. *PC World Norway*
2. *PC World Bulgaria*
3. *PC For Alla* (Sweden)

Reseller publications

1. *China Computer Partner World*
2. *IT-Bransjen* (Norway)
3. *Australian Reseller News*

one on one the interview

Mario Toffoletti

The managing director of IDG Communications Italia is this week's guest columnist. Reach him at mario_toffoletti@idg.it.

IDG Italy at-a-glance

Year established 1983

Location Milan

Number of employees 53

Publications *Computerworld Italia, Macworld Italia, Network World Italia* and *PC World Italia*

> *"In the consumer area, we are hoping to test both GamePro and Digital World titles later this year. We plan to launch both publications as quarterlies."*

Q What is the current state of the IT publishing market in Italy?

A We have a very competitive market with two very clear dimensions: one part of the market is covered by international publishers' subsidiaries: IDG, VNU, Future Media. In this area, IDG is No. 1 in terms of quality of products, business volume of titles, portfolio offering and a clear focus on consumer and professional business.

The second area involves Italian publishers, of which there are many. Some are strictly technical publishers and others cover several different sectors. One of our historic local competitors is Mondadori, which was the first publishing company in Italy and one of the most important in Europe, with revenues around 2.5 billion euros (US$2.932 billion). It's really a colossus that until two months ago, had an ICT publishing division, with a strong portfolio of ZD titles. Mondadori has recently sold three business titles to another big publisher, and they recently bought for 4.2 million euros (US$4,926 million) from Ziff the rights to publish *PC World* Italia's main competitor *PC Professionale*.

Another 10 local publishers are producing a variety of monthlies and weeklies, saturating our market. Many of their products do not have certified circulations (we certify the circulation of all our titles with ADS) and offer deeply discounted advertising.

Considering the two different areas — newsstands and controlled circulation — there are 23 PC titles available on newsstands with sales of 400,000 copies per month. In this arena, *PC World Italia* is often No. 1, with an avarage of 70,000 copies sold per month (over 17% of the market). *PC World Italia* has a total average paid circulation of 97,000 copies per month including subscription sales. The other big seller on newsstands is gaming titles, which is overpublished with 20 different publications, which sell a total of approximately 600,000 copies per month. Future Media titles have a strong share, and that company prints the official Sony console magazines. We have no gaming title at the moment, but I am convinced that we are ready to enter the market very soon with our multiplatform *GamePro* title.

The Mac market is served by our *Macworld* and a competitor's *Applicando*; total copy sales are around 28,000 per month. We sell 11,000 copies per month and have 3,000 subscribers.

In ad share, *PC World* is No. 2, very close to *PC Professionale*. Our goal is to overtake our competitor in the next two years.

Q *Computerworld Italia* has dominated the ad share market among IT weeklies. What are you doing right?

A *Computerworld Italia* targets IT directors, IS managers, CSOs and CFOs. In the B2B area, *Computerworld* is chosen by ICT advertisers that want to speak to a very distinct target audience. We focus on providing a magazine of high editorial quality. We speak to the powerful buyers who work in medium and large enterprises with more than 50 employees. The large firms in Italy, whose share of total IT expenditure is 55%, saw a fall in spending of 1% in IT investment, much less than other areas, which collapsed this year. We have the best brand in the market, 20 years of history, editorial excellence, good graphic design, a good circulation list successful supplements and a lineup of successful Computerworld events and seminars.

Q What launches are on the horizon?

A We are working on a double strategy for the near future — supporting the core business with profitable supplements and testing new markets. Earlier this year we published a CIO supplement in *Computerworld*, and last month we published a second one on security, which was sponsored by Microsoft. We also published a CSO supplement for *Network World*. Our plan for this year is to print four CIO supplements and four CSO supplements.

In the consumer area, we are hoping to test both *GamePro* and *Digital World* titles later this year. We plan to launch both publications as quarterlies.

Q What is the PC World book series, and what kind of profit has the project generated?

A In July we launched with great success our PC World book series. We offered two different *PC World* editions on the newsstand: one normal issue with a cover price of 5 euros ($5.86); and one with a polybagged book that cost 8.50 euros ($9.96). The book was produced for us by an IT book publishing company and was about Photoshop 5. We sold 48,000 copies of the normal version of *PC World* and 35,000 copies that included the book. The newsstands draw was 75%. The profit margin of *PC World* for the month was 20%. Incremental revenues at the newsstands were about 153,000 euros ($179,454) over June, incremental profit generated by this project was 70,000 euros ($82,103). The unsold copies of the Photoshop book will be sent to book shops. In November, we'll try a second book about Flash and we'll continue on quarterly basis.

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Coming up

China Hi-Tech Fair/ComNet Shenzhen
Oct. 12-17
China Hi-Tech Fair International Exhibition Centre
Shenzhen, China
www.chtf.com
www.comnetshenzhen.com.cn

IDC's Global Research Advisory Council
Oct. 13-15
Hotel del Coronado
San Diego
Contact: Meta Haase
mhaase@idc.com

European Server Vision 2003
Oct. 21
Milennium Hotel
London
www.idc.com

Storage Networking World
Oct. 27-30
JW Marriott Grande Lakes Resort
Orlando, Fla.
www.computerworld.com/events/snw

Asia/Pacific Server Vision Conference
Oct. 28
Beijing
www.idc.com.cn/Events/server2003/eindex.php

Oct. 30
Taipei, Taiwan
www.idc.com.tw/Event/ServerVision2003/index.htm

CIO Perspectives®
Nov. 2-4
J.W. Marriott Desert Ridge Resort & Spa
Phoenix
www.cio.com/conferences

IT Spending Outlook
Nov. 14
Santa Clara Marriott
Santa Clara, Calif.
www.idc.com/itspending02

BiometricsWorld Executive Conference
Nov. 19-20
Embassy Suites Hotel
New York City
www.idgworldexpo.com/idgworldexpo/V40/index.cvn?ID=10043

One-on-one

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Q IDG Italy has organized more conferences and special events in the last year or so. Can you describe your efforts in this area?

A Two years ago we formed an events and seminars group within the company to organize a series of events called Town Meetings. These are B2B events chaired by the editors-in-chief of *Computerworld Italia* and *Network World Italia*. So far, we've done five events — two Network World events with a profit margin of 20% and three Computerworld events with a profit margin of 7%. A bonus benefit of these events was an improvement in the quality of our newsletter database thanks to the quality of our attendees. (Immediately following each event, we sent approximately 1,000 copies of the newsletters to attendees.)

Q What's the single best idea you've had that improved business during the past 12 months?

A We signed on as the ICT media partner for the SMAU show, held during the first week of October in Milan, and printed the official 360-page show catalogue. We sold ads to new customers; we promoted our brand inside the catalogue with eight IDG ad pages, and we earned commissions on kiosk sales. We produced 4,000 copies of the catalogue, 1,000 free for journalists and press distributed during the show, 3,000 for sale at the show's newsstands and in kiosks around Milan. We sold 40 pages of ads and many classified advertisements; it's a big step toward establishing IDG as the premier publisher in the local ICT market.

Q Are you optimistic about the future?

A In a very tough period where we have a depressed market worldwide, instability and over-published segments, publishing companies are facing decreases in advertising, magazine sales and general revenues. A strong focus on editorial and marketing excellence is what is needed to guarantee success. Profits and success are strictly tied to market share progress, to our ability to take away business from competitors by focusing on our audiences and reaching them with the best products and the most innovative ideas. WU

CIO Conference

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Westpac, one of Australia's big largest banks and currently a CIO mentor with The Meta Group ("It's the People, Stupid, You Really Can't Do Without Them"); and Peoplesoft Worldwide CIO and VP David Thompson ("IT in the Spotlight, Delivering to New Demands").

Outside of strengthening the *CIO* magazine brand, the conference provides an opportunity to bolster the sense of community among CIO's most loyal readers. In addition to more than 50 sponsor representatives, potential sponsors and journalists, nearly 240 CIOs attended. Kennedy said there is a group of approximately 100 CIO's — "our loyalty group" — who have attended nearly every event. "They get a chance to do some major peer-to-peer networking," Kennedy said, "and since most attendees do not pay to attend I get a chance to give something back to the CIO community."

Among the conference sponsors were the Australian telecom company AAPT, Peoplesoft, Symantec, Fuji Xerox and AMD. "In the current environment, vendors want measurable results. Advertising, especially brand advertising, is hard to quantify, whereas a conference is not," Kennedy said. She noted that sponsors see the benefit of a speaking opportunity, the chance to be face to face with CIO's ("vendors don't get into these people's offices easily," she said) and collect names and leads at their exhibit space. "They can then prove to their head office the worthiness of their conference efforts."

Kennedy said that while putting the conference together is a year-round initiative, she and Personal Assistant **Peta Smith** put in an "intense four months" in the run-up to the conference, with added help from IDG Australia Associate Publisher **Davy Adams** and the sales team liaising with the sponsors. Kennedy invites potential attendees with a personalized letter, a "swank" invitation and brochure. "This year we sent out only 1,000 invitations to get our 235 attendees."

The CIO Conference has been so successful that *CIO Australia* added a second conference this May and next year will add a third, government-specific conference to be held in national capital of Canberra.

Kennedy advises conference organizers to "establish your brand, be willing to work hard, and most of all, make it personal. Attendees and sponsors will support you if you deliver on your promise."

For more information go to http://www.cio.com.au/index.php?aid=14 or contact Linda Kennedy at linda_kennedy@idg.com.au. WU

IDG

October 6, 2003

Online Content Producer (GMG)
IDG Entertainment, publisher of GamePro magazine-the third largest male teen magazine in America-Code Vault, and GamePro.com seeks a highly motivated, internet savvy, digital entertainment enthusiast to develop content for one of the web's top video gaming sites. The Online Content Producer will be responsible for managing the IDG Entertainment content pool; updating and programming the site's index pages; creating lead-in blurbs; coordinating production of all editorial products; implementing revenue and marketing strategies; developing original content for online and print publications; and overseeing online newsletters. Candidates should have a minimum of three years experience with online content production, a passion for video games (PC and Console), strong editorial skills, consumer marketing background, a strong knowledge of the digital entertainment market, Adobe Photoshop and some HTML experience. **Please indicate Online Content Producer in the subject line when applying to this position**. ***Location: Oakland CA***
Contact: L. Hess, Fax: 510.768.2705, Email: jobs@gamepro.com

Corporate Communications Assistant (IPS)
International Data Group (IDG) is seeking an energetic professional who will provide support services to a small corporate communications group. There is room to grow for an ambitious person who is willing to learn and contribute. Responsibilities include general administrative support including maintaining publication subscriptions and collateral supplies, collecting and distributing a daily news summary, ordering article reprints, writing/editing for PR and web projects, and updating/maintaining web sites. This position requires interaction with senior people within the company as well as vendors. Candidate must be extremely organized, able to multitask and be persistent in follow-up. Solid written and verbal communication skills required and college degree with a concentration in marketing, journalism or communications preferred. Ideal candidate will have 1-3 years of varied office and administrative experience with some experience in communications and writing. PC skills in Microsoft Office and web basics as well as knowledge or willingness to learn Lotus Notes are preferred.
Location: Boston – MA
Contact: J. Carty, Email: jcjobs@idg.com

Corporate Communications Manager (IPS)
IDG is seeking a Corporate Communications Manager with 10+ years experience in media relations and writing. This individual will be responsible for a variety of PR functions including news releases and media kits, media contacts and story placements, and byline articles. The PR focus will be on print and broadcast media (business, select dailies, and TV), limited online outlets, and organizations that report on the media, advertising, and events businesses. Other responsibilities include writing for the web, speaker placements and presentations. The individual will be working with and providing support to the executive leadership of IDG to promote the company as the world's largest technology related media, research, and events company. As part of the Corporate Communications department, this candidate must be a creative and detail-oriented team player who is able to interact professionally with executives, journalists, and industry analysts within IDG. The position will require to management of multiple projects under deadline pressure. Corporate and/or PR agency background preferred. Journalism experience desirable. Bachelor's degree required. ***Location: Boston – MA***
Contact: J. Carty, Email: jcjobs@idg.com

Conference Coordinator (WEC)
IDG World Expo has an exciting opportunity for an energetic Conference Coordinator to join our team. In this position the Conference Coordinator will hold responsibility for the coordination of logistics and operations for conference programs at our events. Responsibilities include coordinating all conference room sets, catering, signage, and day-to-day contact with speakers and outside consultants. The person in this position will also assist with the planning and development of conference content and may provide administrative support when needed. Ideal candidates will posses 1-3 years of related experience, excellent attention to detail, superior written and verbal communication skills, as well as organizational and computer skills. Tradeshow planning experience is a plus. Some travel is required. ***Location: Framingham – MA***
Contact: J. Carty, Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Account Executive (IDC)
IDC Sales is looking for an Account Executive to become part of a leading sales team committed to selling our superior offerings to the Information Technology Sector. IDC salespeople are viewed as a strategic partner to our clients and play a key role in providing valuable insight to solving their complex business issues. The Account Executive will be responsible for developing an in-depth knowledge of IDC products and services and strong relationships with individuals across IDC. The focus of this role will be to sell the full line of IDC's solutions set, products, and services to senior business executives (CEO, CFO, VP's of Product Development, VP's Of Marketing and Sales) to installed base IT vendor clients on the west coast. Requirements for the position include a minimum of 2+ years of proven sales experience in information technology (services, software, hardware) to large multinational companies that includes the ability to close complex deals and solutions. To be successful in this role, the Account Executive must be able to provide integrated solutions to help clients make IT related decisions within their organization. To achieve this, one must be able to quickly learn the many IDC offerings and have excellent communication skills. IDC's sales force reflects a high level of professionalism and integrity. Business development and client relationship management experience, proficiency in Microsoft Word, Excel and Powerpoint and a bachelor's degree is required. The role requires 15% travel and will be based in IDC's **Mt. View, CA** office. Please see idc.com for a full description.
Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Research Director, Application Lifecycle Management Software Program (IDC)
The Application Development and Deployment Research Group is looking for a dynamic individual who is knowledgeable about software products that support the software development lifecycle, to assume a Research Director position for its Application Lifecycle Management Program. Key functional areas of focus include software quality, software configuration management, requirements management, and application performance management. This individual will be responsible for driving all program research, customer support, business development, and strategic consulting. The candidate will have 20+ years of software industry experience, a strong technical and marketing background, and feel comfortable providing strategic consulting to C-level executives. Accomplished primary research and writing skills are assumed. Advanced degrees are recommended. This position is based IDC's Framingham MA or Mountain View CA office. Requires 15% travel nationally/internationally.
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

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DEMOmobile

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DEMOmobile Executive Producer Chris Shipley addresses attendees at last month's conference.

The three-day event, held Sept. 17-19 at the Hilton La Jolla Torrey Pines in La Jolla, Calif., and produced by Network World Events and Executive Forums, attracted a crowd that was both bigger — more than 400 — and more upbeat than in recent years, according to **Mark Hollister**, senior director of event marketing. "People have been holding back these past couple of years, but a combination of increased, revamped marketing efforts as well as some improvement in the economy resulted in a larger-than-forecasted crowd, exceeding last year's numbers, not just in attendees but also in demonstrators and sponsors.

Hollister also noted that substantial effort was put forth by Marketing Manager **Sara Evangelous** to establish a number of new partnerships with organizations and associations, which, in exchange for exposure at the event, marketed DEMOmobile to their own lists. Hollister said that more than 15 such partnerships had been formed with organizations including Business 2.0, Catchpole, PR Newswire, Wireless Network News, and Women in Technology International.

Robin Azar, Network World vice president of events, said that the level of energy and excitement displayed by participants, demonstrators, attendees and sponsors was at a new high. "In case you had any doubt, DEMOmobile confirmed that innovation is alive, well and on fire in the mobile and wireless space," Azar said. "With over 400 attendees, up 20% from last year, 45 key journalists and 37 demonstrating companies we witnessed groundbreaking product launches, excited demonstrators, engaged investors and very attentive press crews. We've gotten coverage on CNNfn, NECN, *The New York Times*, ABC News, Associated Press, *The Boston Globe*, *BusinessWeek*, *The San Jose Mercury News*, not to mention from our very own **John Cox** and **Keith Shaw**, to name just a few."

While Shipley said that it would be impossible to identify a single "hit" product, she noted that some of the introductions creating the biggest buzz were:

- Tapwave's Zodiac 1 mobile entertainment handheld device. Based on the Palm operating system, Zodiac blends video, graphics and sound into an exciting new gaming platform.
- Ispiri's Mirra smart peripheral, personal file server for consumer and home office users that provides secure remote access and sharing of PC files and photos.
- Firetide's self-configuring HotPoint wireless mesh router technology.
- Pulse Entertainment's Mobile Veepers technology that animates photographs, allowing consumers to combine a photo and text and send multimedia messages from their mobile phones.

The 37 exhibiting companies hailed from the U.S., as well as Singapore, Scotland, France and England, demonstrating, said Francetic, "that the mobile and wireless marketplace is a thriving global concern on the brink of revolutionizing our lives."

For more information, contact Mark Hollister at mhollister@nww.com or visit www.demo.com.

"We strive to show only the best new products, not every new product. ...To be credible with our attendees — and keep them coming back every year — we have to be highly selective. That's the secret to our success."

— Chris Shipley

Best of the best earn DEMOgod accolades

The DEMOmobile program ended with the presentation of eight DEMOgod awards. These awards, a tradition of DEMOmobile and DEMO, are bestowed upon those demonstrators who "inspire, enlighten, amuse" and, most important, effectively communicate the features and benefits of their debuting technologies within the very tight six-minute stage presentation allotted to each of exhibiting companies. The first seven award winners were selected by Executive Producer Chris Shipley and Producer Amy Francetic; the eighth, the new People's Choice award, was selected by the attendees themselves using the technology introduced by one of this years demonstrators. And the winners are...

Chris Shipley (third from left) and Amy Francetic welcome the winners of this year's DEMOgod Awards to the stage.

- Dynamic Mobile Data ("We should have phoned ahead to alert our next winner.")
- Firetide ("For keeping their cool under fire.")
- Ispiri, Inc. ("For bringing mobility home.")
- Logitech ("For showing six products in six minutes.")
- Microwave Photonics ("For making something very complex seem very simple.")
- Pulse Entertainment, Inc. ("For upstaging Arnold with a talking dog.")
- Realeyes3D ("For sending postcards from the edge.")
- People's Choice Award: Bitfone Corp.

noteworthy people

ARDLEY YEE

Schafer

GAIL LEWENBERG

Sholkin

Helin

Branca

CATHERINE KEARNS

Teahan

Promotions

A 15-year IDG veteran who has spent the past four years at IDC, Manager of General Accounting **Terri Schafer** has been promoted to assistant controller. "Terri's positive attitude and solid accounting background have contributed greatly to the success of IDC," said IDC Vice President of Finance & Controller **John St. Martin**." Terri has been instrumental in enhancing and improving many of the accounting processes and procedures we use today." In her new role, Terri will have a more active role with the day to day to accounting for IDC U.S. and IDC Canada and will oversee the IDC U.S. and Canada billing function.

Laura Nurzynski has been promoted to Project Director, Go-to-Market Services [GMS] at IDC. "Laura is a superior project manager enabling the GMS team to consistently meet its commitment of high quality, on time, every time," said **Clare Gillan**, group VP, New Business Initiatives and Go-to-Market Services. "Laura is also outstanding in the presales process helping sales with demonstrations, proposals and value messaging during the selling process and maintaining important selling tools such as the GMS proposal template. She regularly receives notes from customers and the sales team thanking her for the service she provides."

New employees

IDG Director of Corporate Communications **Howard Sholkin**, who is based at IDG International Publishing Services in Boston, most recently served as director of marketing communications for the global IT services company Getronics. He has a B.S. in television and radio from Syracuse University in Syracuse, N.Y. Outside the office Howie volunteers for a variety of professional, civic and religious organizations and enjoys gardening. He is a past president of the Public Relations Society of America's Boston chapter and recently earned a bronze award given by PRSourcecode for a PR program that included research and a report done for Getronics in conjunction with IDG Research Services and *CIO* magazine.

Ryan Bertrand joins IDC Financial Insights as Director of Sales, Western Region. Most recently a Global Business Development Executive with SkillSoft Corp., headquartered in Nashua, N.H., where he had account responsibilities for companies including Intel, Microsoft and Wells Fargo, Ryan's background also includes sales roles at IBM and Gartner Group. He and his wife and three children live in Scottsdale, Ariz., where he will continue to work from his home office. Ryan earned a B.S. in marketing from the school of business administration at the University of Arizona. When not in the office, he enjoys spending time with his family, traveling, karate and mountain biking.

Bio•IT World welcomes Senior Informatics Editor **Malorye Branca**, who was most recently editor-in-chief of Cambridge Healthtech Institute's *Genomic Reports*. She has a B.A. in journalism from Colorado State University in Fort Collins, Colo., and an M.S. in biology from Harvard University Extension School in Cambridge, Mass.. Malorye received a Jesse Neal Award for best subject-related series and an ASBPE National Gold Award for a series on pharmacogenomics she wrote last year as a contractor for *Bio•IT World*. Outside the office, she enjoys spending time with her children.

Jessica Teahan joins IDG Global Solutions in Staines, U.K., as a marketing and research assistant. A student at Brunel University in Uxbridge, Jessica is studying business management and marketing and hopes to earn her degree in June 2005. Her position at IDG is part of a one-year work placement through the university. An avid equestrienne, Jessica competes for her university in dressage and show jumping competitions. She also enjoys going to the gym and playing netball.

Amy Helin joins *Macworld* as senior designer. She was previously an art director at *Kansas City Magazine* and has also worked at *Seventeen* and *New York* magazines. She graduated from Kansas State University with a B.A. in journalism and mass communications. She enjoys travel, camping, hiking, biking, and crocheting, and is currently 20 books into her mission to read all the books on The Modern Library's 100 Best Novels of the Century list.

How well read are you?

How many of The Modern Library's 100 Best Novels of the Century have you read? The list, available at www.randomhouse.com/modernlibrary/100bestnovels.html, starts out with these classics:

Ulysses by James Joyce; *The Great Gatsby* by F. Scott Fitzgerald; *A Portrait of the Artist as a Young* Man by James Joyce; *Lolita* by Vladimir Nabokov; *Brave New World* by Aldous Huxley; *The Sound and the Fury* by William Faulkner; *Catch-22* by Joseph Heller; *Darkness at Noon* by Arthur Koestler; and *Sons and Lovers* by D.H. Lawrence

Free passes for Boston Museum of Science available to local, visiting employees

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes for distribution to employees. The free admission is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

Any IDG employee from the Boston area or any employees planning to visit the area wishing to obtain passes may contact the IDG World Update editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. The passes are good for admission through September 2004.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Nilcimar Laino Oliveira *IDG Brazil*
Carol Spach *CXO Media*

17

Cheryl Podda *IDG Australia*

14

Anne Nickinello *Network World*

12

Robert van der Veldt *IDG Netherlands*

11

Martin Kybal *IDG Czech*
Vera Batorova *IDG Czech*
Cara Garretson *Network World*

9

Marcel Schaper *IDG Netherlands*

8

Dorota Fatyga *IDG Poland*
Hana Barker *CXO Media*
Sandy Hughey *CXO Media*
Lisa Brown *CXO Media*

7

Pavel Houser *IDG Czech*
Jitka Vyhlidkova *IDG Czech*
Filip Kutis *IDG Czech*

6

Ryuta Nasukawa *IDG Japan*
Petr Mandik *IDG Czech*
John Dooley *Network World*

5

Patrick Linders *IDG Netherlands*
Stephanie Boidin Dupire *IDG France*
Patricia Bouvier *IDG France*
Robyn Patrick *IDC*
Kevin Dunne *IDC*
Ellen Romanow *CXO Media*
Mark Anderson *Network World*
Kristin Cianci *Network World*
Eric Danetz *Network World*

4

Jan Zhang *IDG China*
Denise Taute *IDG Australia*
Robbin Ooijevaar *IDG Netherlands*
Maiko Sano *IDG Japan*
Louiza Pells *IDC U.K.*
Germana Palmeira *IDG Brazil*
Lara Camargo *IDG Brazil*
Sabrina Teteau *IDC France*
Jo Nicol *IDG Global Solutions*
Iris Haug *IDG Germany*
John Greco *IDC*
Kenneth Presti *IDC*
Tracy Floyd *IDC*
Ardley Yee *IDG*
Shannon Macdonald *CXO Media*

3

Tino Perez *IDG Netherlands*
Martin Wijaya *IDC Singapore*
Stancho Ivanov *IDG Bulgaria*
Richard Voigts *IDG Czech*
Vladimir Plachy *IDG Czech*
Jaroslav Kasal *IDG Czech*
Joann Pustizzi *IDG*
Alexandra Heymowska *IDG Sweden*
Mikael Lindkvist *IDG Sweden*
Toni Kistner *Network World*

2

Amy Wang *IDG China*
Luke Hawken *IDG New Zealand*
Nancy Carolus *IDG Netherlands*
Jolanda ten Ham *IDG Netherlands*
Takayuki Hiraide *IDG Japan*
Rie Tanaka *IDG Japan*
Sean Lam *Computerworld Malaysia*
Tomas Varoscak *IDG Czech*
Barbara Fassiadou *IDG Germany*

1

Bill Zhang *IDG China*
Nick Warren *IDG New Zealand*
Gavin Matier *IDC U.K.*
Sueli Albuquerque *IDG Brazil*
Jiri Sladek *IDG Czech*
Libor Vacata *IDG Czech*

Please send anniversary information to world_update@idg.com.

IDG Golf League celebrates end of seventh successful season

*League members include (above, front row, l-r): **Marc Lowell**, IDC; Allen Grome, former IDG; **Bill Hall**, IDC; **Tim Horgan**, CXO; **Chris Cuoco**, CXO; Tom Wooldridge; and **Kevin Burns**, CSG. Back row, l-r: Chris Robison; **Todd Genovese**, CSG, Kevin Coleman; **Todd Hall**, CSG; **Wayne Humphrey**, CSG; **Glenn Mosesso**, CSG; **Lisa Lauze**, CSG; Tom Rohnshot; **John Kelley**, CXO; John Glynn; Joan Groleau; Peter Short, IDC; **John Robison**, CSG; and Dave Morehouse.*

*At right, winners **Tim Horgan** (left) and **Chris Cuoco** show off their trophy.*

The IDG Golf League capped off its seventh season of competition last month with a year-end tournament and dinner at the Millwood Country Club in Framingham, Mass., where it also crowned a new pair of winners. Taking home the coveted trophy this year was the team of **Tim Horgan**, CXO Media senior VP/Online, and **Chris Cuoco**, CXO Media VP/Manufacturing. The 2003 Gold Putter Award for Most Improved Player went to **Todd Genovese**, staff accountant at IDG.

League members played each Tuesday evening from June through September at the Millwood golf course. League Commissioner **John Kelley** (aka CXO Media facilities specialist), Rules Manager **Glenn Mosesso** (a network technology specialist at IDG when not perfecting his chip shot) and **Lisa Lauze** (a bookkeeper in the IDG Corporate Services Group) manage the 12-team league. WU

PDF speeds delivery of World Update

IDG employees can request IDG World Update in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

celebrating 10!

Name
Debra Becker

Home
Westwood, Mass.

Joined IDG
June 1992 as a sales assistant at Network World.

Career path
I began my career at Network World providing sales support to the ROP sales team. I then joined the newly formed, two-person events team at Network World where I handled marketing, event logistics and attendee registrations. As the events team expanded, my role developed primarily in marketing where I served as marketing manager and now director of audience development.

Current job
Director, Marketing and Audience Development. This position involves strategizing and overseeing the implementation of audience development efforts for the Network World Technology Tours, Custom Events and co-branded Webcasts.

Most challenging part of your job
Developing new and effective ways of attracting qualified attendees to our events.

Best part of your job
Working with the best and brightest events team in the industry!

What's kept you at IDG for 10 years?
No other workplace has the talent, fun and career challenges that IDG does!

Best way someone could compliment you on your work
"Look at that list of qualified buyers at the event!"

Interests outside the office
Spending time with my kids, yoga, movies, going out to dinner.

Family
My husband Adam and I have two children: Dory, 5, and Leah, 2.

Most rewarding thing you've ever done
Participated in a fundraiser bike ride event where I rode 1,700 miles from Austin,Texas, to Washington, D.C.

What ability do you wish you had
Speak a few foreign languages.

What book is on your nightstand?
Meditations from the Mat, Rolf Gates (a book about applying principles of yoga to everyday life).

Network World's ***Debra Becker*** *joined IDG Chairman* ***Pat McGovern*** *for dinner at Boston's Ritz-Carlton in honor of her 10 years of service.*

Dream destination
Lake Como in Italy

Five people — living or dead — you'd invite to a dinner party?
Muhammad Ali, Chris Evert, Ibrahim Ferrer, Bruce Springsteen, Cat Stevens.

As a kid, what did you want to be when you grew up?
A professional tennis player.

Favorite movie of all time?
Chariots of Fire

Manager's profile
"Not only is Debra great at understanding the needs of all the various campaigns she works on each year, she is a delight to be around and to work with. Her knowledge and experience aids tremendously in continually putting the right bodies in a room for more than 50 events a year. She is sensitive to the needs of all around her and thoughtfully offers her services to work through any and all issues. Being able to work with Debra is a real treat."

— Mark Hollister, senior director of event marketing

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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Ireland's *PC Live!* flips, adds gadgets supplement

Two covers are better than one. That's the mantra IDG's publishing licensee in Ireland, Scope Communications Group, has embraced now that its innovative approach to publishing a digital gadget magazine is off to a promising start.

Beginning Aug. 1, Scope's *PC World*-style magazine, *PC Live!*, underwent a complete redesign and essentially became two magazines in one, with a new supplement called *Live!* incorporated via an inverted cover on the back. It now uses a super A4 format (230mm wide by 300mm high, vs. the regular A4 size of 210mm wide by 297mm high) that Publisher **Frank Quinn** said is a fresh, modern style that is increasingly popular among consumer titles in Ireland.

> *"In just one issue, Live! contributed a 35% increase in our average newsstand sales."*
>
> *— Frank Quinn*

Live! has added 23 pages to the normal *PC Live!* pagination while holding the average ad/edit ratio of 40%/60%. The launch issue pulled in 10% more ad revenue compared to the same month a year earlier, and the September issue had a year-on-year advertising revenue jump of 30%. New advertisers included Seiko, Sharp, Buy4Now.ie, Hitachi, Philips (consumer division) and JVC.

To make the new magazine even more appealing,

continued on page 2

Scope Communications Publisher ***Frank Quinn*** *(right) and PC Live!/Live! Editor-in-chief* ***Steven Cawley*** *hold open an issue that shows both covers. Despite their casual pose, each earned some lofty accolades last year from the Periodical Publishers Association of Ireland. Cawley won the Editor of the Year award for leading PC Live! to its place as Ireland's undisputed No. 1 PC title. Quinn won the Publisher title for Scope's dominance of the IT media niche for the past 16 years.*

Network World advances testing program

Meeting fosters teamwork among independent product reviewers

In an effort to advance its position as a leading source of objective product reviews and performance tests for readers, *Network World* last month gathered its network test experts in San Francisco to hammer out testing plans for 2004.

The Network World Global Test Alliance is a cooperative of independent reviewers, consultants, enterprise network professionals and university lab personnel that *Network World* calls upon to test products. *Network World* chose this cooperative approach more than 10 years ago when it first began running test pieces on a weekly basis. Since then, the Alliance has grown to include 14 members, and since 2000 *Network World* has tested and reported on more than 200 network products and services annually.

The federated approach lets *Network World* seek experts in each product category. "While our chief competitor touts the benefits of its internal lab, when we need a security product tested we turn to the tester who specializes in security. Likewise with voice/data integration products, messaging wares and wireless network gear," explained Network World Test Alliance Director **Christine Burns**.

"Having the ability to tap an expert, someone who works on a daily basis with the products we are targeting, someone who knows how these products need to perform in an enterprise network, leads to much more insightful analysis," Burns said.

In addition, the alliance allows *Network World* to

continued on page 5

SPAM IN THE WILD

We throw real traffic at 16 anti-spam tools

BY JOEL SNYDER, NETWORK WORLD GLOBAL TEST ALLIANCE

Snyder Sez:
The top spam fighters in our test:
Postini
Tumbleweed
MailFrontier

This review of spam filters, researched and written by Joel Snyder, one of 14 members of Network World's federation of independent product reviewers, appeared in the Sept. 15 issue.

World Expo's first Portable Power event sparks interest

According to IDC, worldwide portable PC shipments will grow 19.9% in 2003, 17.5% in 2004, and 16.1% in 2005.

IDG World Expo wrapped up its first foray into the portable power marketplace with the aptly named Portable Power Conference & Expo last month in San Francisco. Aimed at developers and users focused on how to best provide power to portable computers and wireless communications products, the event drew 225 conference attendees and 21 exhibitors.

The new show's direct competition consists mostly of battery shows and pockets within larger events such as the Consumer Electronics Show, said Group Vice President **Brooke Selby**. Portable Power differentiates itself by focusing on power management strategies and examines the industry from multiple angles including the electronics and chemistry sides, and business and market viewpoints.

IDC Research Analyst **Alan Promisel** was among the speakers, delivering a forecast on the portable PC industry that pointed out how the increased demand for mobility and wireless technology make battery advancements crucial.

"Delegates clearly valued the networking opportunities, so we'll continue to create an environment that encourages them to learn from and socialize with one another," Selby said. Lunches as well as cocktail receptions were held in a special section of the exhibit floor, which encouraged plenty of attendee-exhibitor interaction.

Plans for the 2004 edition of the event — Sept. 12-14 at the Argent Hotel in San Francisco — are in the works, and a number of sponsoring companies have committed to participating next year. "We plan to leverage the expertise of our IDG counterparts in Asia to spread the word about the event in that key market and help pave the way for future business development," she said.

For more information contact Brooke Selby at brooke_selby@idg.com or go to www.portablepowerconference.com.

Language assist

For the first time at a World Expo event in the U.S., organizers provided simultaneous English translation via wireless headsets of a presentation delivered in Japanese by Hideo Takeshita of the Institute of Information Technology. Japanese attendees benefitted as well from live translation of English-language presentations into Japanese.

CDs on demand cut costs

For the past seven years, *PC Live!* had been including a CD cover mount with all newsstand and subscription issues. Over time reader surveys came to show, however, that not all readers needed or wanted the CD, and the cost of providing the CD was growing prohibitive.

As a result, beginning with the Aug. launch of *Live!*, Scope sends the CD only to those newsstand readers who phone in a request for it, and they're charged a small fee that covers the cost of producing and shipping the CD. Now CDs are being produced to order rather than a large arbitrary run where newsstand returns mean waste. While the CD's contents can be found elsewhere on the Web, the CD is more convenient for readers with slow connections. Quinn said the number of calls have been about what they anticipated. Subscribers still continue to receive a free CD with their issues, an important lure to for selling subscriptions, he said.

Live!

continued from page 1

Scope decided to cut the cover price in half, down to two Euros (US$2.30). "We wanted to stimulate impulse purchases by those who normally wouldn't be caught dead buying a PC magazine," Quinn said. "And Ireland is such a small market that we consider newsstand revenues not to be as significant as the value of a circulation boost, which pulls in more ads."

For the time being, it's up to retailers to decide which cover – *PC Live!* or *Live!* — to face outward on the newsstand.

PC Live!/Live!'s circulation is 15,000 and will grow as anecdotal feedback from newsstands shows that the magazine is selling out earlier in the month, according to Quinn. Among the topics *Live!* has covered are setting up a home cinema system, a feature on the latest mobile phones and a competition to win a recordable DVD player.

"All advertiser, prospect, agency, media, subscriber and reader feedback has been positive to date," Quinn said. "In just one issue, *Live!* contributed a 35% increase in our average newsstand sales, though we are quick to recognize that the volume of our *Live!* content must increase if we are to continue to attract new readers and advertisers."

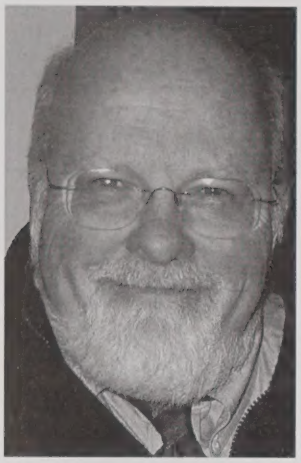
Live! doesn't face any direct Irish competition in the gadgets niche other than Sunday newspaper supplements, but the big U.K. monthlies such as the men's magazines *T3* and *Stuff* are formidable opponents, Quinn said.

"While they are the U.K. market leaders, their Irish circulation is relatively small," he added. "We have been competing with PC monthlies from the U.K. for years and the story is the same: Irish readers want local pricing with local availability, also reader competitions which they can enter and have a credible chance of winning."

For more information, contact Frank Quinn at frank.quinn@scope.ie.

one on one the interview

Tim Horgan
CXO Media's VP/Online is this week's guest columnist. He may be reached at thorgan@cxo.com.


ANNA SMITH HORGAN

CIO Store at-a-glance

Created March 2002

Products

- *CIO Focus Guides*
Timesaving, targeted guides combining case studies, research, real-world details, tips, check lists and an annotated bibliography.
- *CIO Research*
Original research produced by CIO's Editorial Research team.
- *Darwin Executive Survival Guides*
Similar to CIO Focus Guides, but for business executives.
- *Darwin Expert Guides*
Original content briefs on a particular topic written by an expert in that field.
- *Third Party Content from:*
1. Partners who provide products under their own brand for sale on the store.
2. Partners who create co-branded sites to deliver services to CXO Media readers.

Latest accomplishment
The CIO Store Shopping Assistant, an applet that will help readers find relevant products quickly.

Q What is the CIO Store?

A The CIO Store (www.theciostore.com) is an e-commerce capability, which allows us to offer a range of CXO Media-created products from the pages of *CIO*, *CSO* and *Darwin*, along with products from our business partners. Last year we saw an opportunity to generate highly profitable products from our readers' continued desire for more in-depth information on specific subjects, and the store makes that happen. It draws on a variety of resources within CXO (editorial, online, marketing, finance) and we depend on this interdepartmental collaboration to keep it running.

Q How is the CIO Store organized?

A The store includes an array of products — from printed reports to PDFs to webcasts and interactive evaluation tools — from a variety of sources: *CIO*, *CSO* and *Darwin*, along with selected products from our business partners: TechnologyEvaluation.com, CIOView, Technology Business Research, Peerstone Research and WatchIT. We continually look for new ways to offer products and services to our readers.

Over the past 18 months, we have compiled a robust inventory of about 50 products, so we now categorize the store's offerings by editorially proven topics of interest (such as strategy and role, enterprise, CRM, security, and technologies and tools) as well as by individual product line. On the store's home page we spotlight one primary product, either because it mirrors a key topic in the print publication or because it is new or updated. The store also showcases our online community (Best Practice Exchange), CIO conferences, research, subscriptions, newsletters and reprints, along with highlights of offerings from our business partners.

Q What are the top three things one needs to think about before creating an online store?

A **Product**. Create and/or obtain high-quality, interesting products that your readers will purchase — and keep these current and interesting. **Process**. Put in place and continually improve the business process needed to run the store, which includes issues ranging from ensuring security of customer information through integrating store transactions into IDG's revenue systems. This includes the core systems, developed by our Online team, that take the orders and deliver the products reliably and with minimal human intervention. And most important, **People**. Develop the expertise to run the store, which includes maintaining the pipeline of new products, evaluating potential partners, negotiating business relationships, marketing, customer service, product fulfillment and technology issues.

Q What should an online store contain?

A We look at the online store as we would a real-world store. In a real-world store, you try to have an interesting selection available whenever people stop by. The same holds true online — we continually add new products to make the store an interesting place for readers to come. In addition to the obvious product offerings, having the store in place has allowed CXO to find new revenue sources. The store acts as a transaction processing system for other parts of our site, such as our CIO 100 application submissions. We've also recently added the ability for our conference attendees to register and submit payment online, saving money we had been paying an external company.

Q What staff time is involved in maintaining the store, and how do you do that efficiently?

A Our editorial design and online content teams are very involved, as they create and update the *CIO Focus Guides* and the *Darwin Survival Guides*. Much of the content for these had already been created, but we need an editorial eye to collect the most relevant content, add new content (surveys and poll data for example), and develop a cohesive document.

On the business side our e-commerce program manager, **Andy Burrell**, takes care of everything from evaluating new partnerships and content sources to tracking performance of existing products, marketing, help desk, customer service, fulfillment and anything else that needs to be done. Without the focus of a business-oriented person like Andy, we certainly would not have done as well as we have so far with the store. Unless someone is responsible for the overall financial success of the program, you run the risk of limiting your ROI.

While it is nice to think of a virtual store as being completely automated, the reality is that the business model is not that different from a store at the mall. We have a dedicated e-mail box and a toll-free number for customer service, desktop shipping for fulfillment, just-in-time inventory control and a back-end management system that allows us to more effectively merchandise our inventory. In FY02 we only had one person who understood all the different processes to run the operation, which we discovered to be problematic when it came time for

continued on page 6

PC World microsites let staff broaden coverage, boost traffic

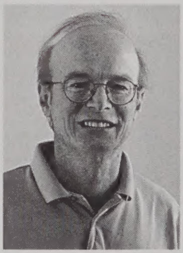
First two microsites target spam, privacy issues

PC World's new series of microsites — begun last month with Spam Watch (http://spamwatch.pcworld.com) and Privacy Center (www.pcworld.com/howto/privacy/0,00.asp) last week — is an effort to address or expand upon subjects that don't often appear in the magazine, showcase the *PCW* staff, and add more personality to the Web site. "Of course, we're hoping that it will create more traffic, too," said PCWorld.com Editor **Bud McLeod**.

McLeod said that Spam Watch, which was developed from an idea proposed by *PC World* Editor **Harry McCracken**, offers the latest anti-spam news on legislation opposing unwanted e-mail, an opinion column, answers to readers' questions, tips and tools, as well as the top five anti-spam downloads and other freeware and shareware programs designed to help eliminate clogged e-mail boxes. The site also includes relevant content from the sites of sister IDG publications *Computerworld*, *InfoWorld*, *Network World* and *Macworld*, as well as the IDG News Service.

In upcoming months *PC World* will take the Spam Watch template and use it to provide more in-depth coverage of 10 other subjects including politics and technology, do-it-yourself ideas, Linux, entertainment, downloads, and even trade shows.

McCracken


McLeod

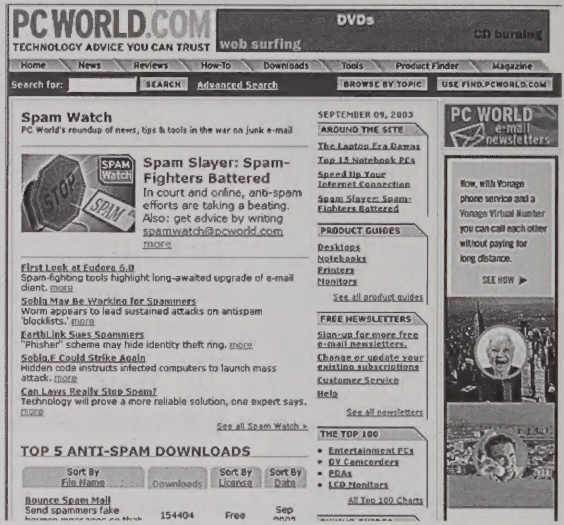
Spring

Watt

"This format gives us a lot of flexibility to showcase interesting subjects with a relatively long lifespan and surround them with relevant content, things we couldn't do before," McLeod said. "We have a better infrastructure now and better capability to automate things such as offering downloads."

The one-stop microsites also provide more opportunities for online ad sales. "Because our site is so popular we didn't have enough valuable pages to sell, so these sites add a whole new level of space inventory," McLeod said.

In its first four appearances, Spam Watch, which is updated every Monday, produced 22,000 page views. Its "Spam Slayer" column attracted 32,000 page views. "The reason the story got more pages is that people can find the article from the home pages without going directly to Spam Watch," McLeod said. "We try to make it easy for our readers to find our content in a variety of ways. These page view counts are extremely good and put Spam Watch up there with our most popular material."



Spam Watch
PC World's roundup of news, tips & tools in the war on junk e-mail

Spam Slayer: Spam-Fighters Battered
In court and online, anti-spam efforts are taking a beating. Also: get advice by writing spamwatch@pcworld.com
more

First Look at Eudora 6.0
Spam-fighting tools highlight long-awaited upgrade of e-mail client. more

Sobig May Be Working for Spammers
Worm appears to lead sustained attacks on antispam 'blocklists.' more

EarthLink Sues Spammers
"Phisher" scheme may hide identity theft ring. more

Sobig.F Could Strike Again
Hidden code instructs infected computers to launch mass attack. more

Can Laws Really Stop Spam?
Technology will prove a more reliable solution, one expert says. more

See all Spam Watch >

TOP 5 ANTI-SPAM DOWNLOADS

Sort By File Name	Downloads	Sort By License	Sort By Date
Bounce Spam Mail Send spammers fake	154404	Free	Sep

SEPTEMBER 09, 2003

AROUND THE SITE
The Laptop Era Dawns
Top 15 Notebook PCs
Speed Up Your Internet Connection
Spam Slayer: Spam-Fighters Battered

PRODUCT GUIDES
Desktops
Notebooks
Printers
Monitors
See all product guides

FREE NEWSLETTERS
Sign-up for more free e-mail newsletters.
Change or update your existing subscriptions
Customer Service
Help
See all newsletters

THE TOP 100
- Entertainment PCs
- DV Camcorders
- PDAs
- LCD Monitors

All Top 100 Charts

PC WORLD e-mail newsletters
Now, with Vonage phone service and a Vonage Virtual Number you can call each other without paying for long distance.
SEE HOW ▶

PC World's Spam Watch microsite offers readers all the latest news on anti-spam legislation, spam filter downloads, an opportunity to pose questions and a variety of tips and tools.

The Spam Watch microsite took less than two weeks to launch. McLeod said *PC World*'s applications development department did the infrastructure and the art department put together the design. Senior Editor, News, **Peggy Watt** edits the weekly column, currently written by Senior Reporter **Tom Spring**, which is divided between commentary ("Don't answer spam under any circumstance") and answering readers' questions ("How do I prevent someone else from using my e-mail address to send spam?").

Next up is a consumer electronics microsite called Next Gear. While the other microsites offer original material done specifically for PCWorld.com, the Privacy Center and Next Gear sites will spotlight a story from the magazine, associated stories and downloads but no opinion column.

For more information contact Bud McLeod at bud_mcleod@pcworld.com. WU

No more spam for me, please

The average employee in corporate America receives 13.3 unwanted junk e-mail messages a day and spends anywhere from one to 90 minutes dealing with them. According to Nucleus Research, it costs corporate America $874 in wasted time per employee per year to combat spam.

IDG

October 13, 2003

District Sales Manager (CXO)

CXO Media is looking for a District Sales Manager who will be responsible for prospecting, maintaining, and increasing sales of ad pages and integrated programs for CIO Magazine. Ideal candidate will possess a minimum 3 years experience in hi-tech ad sales, be familiar with tech community accounts and a self-starter. Candidates must also possess excellent communication and presentation skills. Knowledge of the hi-tech industry is essential and an understanding of the elements which create opportunity in the advertising community a plus.

Location: San Francisco – CA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Member Relationship Manager (CXO)

CXO's peer-to-peer advisory and research service provide the most senior IT executives at leading enterprises worldwide with peer-to-peer networking, dialogue, and research. The Member Relationship Manager (MRM) is charged with selling the program to high-level technology executives and ensuring the delivery of highest-quality peer research and inquiry fulfillment to the members of the program. The MRM assesses member needs, responds to matchmaking and research inquiries, develops service plans, and delivers personalized service to ensure the program exceeds the members' expectations. The MRM role is responsible for negotiating and transacting new membership and continued participation of existing members. Requirements include an outstanding record of achievement in consultative sales/closing business in an account management, research inquiry, sales or revenue role. Must also have the ability to meet personal and team financial goals, conduct substantive content discussions with senior IT leaders, demonstrated poise and grace under pressure, general knowledge of the business of IT, ability to work well within a team and across functions, flexibility to think creatively about how to provide the highest level of service and value, and superior verbal and written communication skills. 3-5 years experience in a related role required.

Location: Framingham – MA

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Ad Director (GMG)

IDG Entertainment, publisher of GamePro magazine-the third largest male teen magazine in America-Code Vault, and GamePro.com is seeking an Online Ad Director. As a primary driver of IDG Entertainment's online revenue growth, the Online Ad Director will focus on the top 15 gaming clients and be responsible for managing key account relationships and working with the sales team to grow the base of customers. Additionally, driving the integration of online advertising offerings within each sales proposal by coordinating with the sales team is critical. Must be a team player, problem solver and sales driver with a minimum of five years sales experience in selling online advertising programs. **Please indicate Online Ad Director in the subject line when applying to this position.**

Location: Oakland - CA

Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Prepress Manager (GMG)

IDG Entertainment, publisher of GamePro magazine-the third largest male teen magazine in America-Code Vault, and GamePro.com is seeking a Prepress Manager to work closely with our production team. The Prepress Manager will be responsible for establishing the schedule of pages to be processed for each publication; ensuring deadlines are met and pages are processed to meet the printer schedule; creating direct-to-plate files; developing and maintaining the database for all pages for each publication and providing production and design assistance when necessary. Candidates should have a minimum of 3 years of experience in prepress or publishing production industry, proficient knowledge of QuarkXpress, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat and a flight check program. Knowledge of Adobe InDesign and Lotus Notes is a plus. **Please indicate Prepress Manager in the subject line when applying to this position.** ***Location: Oakland CA***

Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Associate Research Analyst, Verticals Market Watch (IDC)

IDC's Vertical Research Group is seeking an Associate Analyst for its Vertical Markets Watch research program. The associate analyst will create quarterly industry updates and maintain databases of secondary market information for use by the vertical markets team. Database development will consist of key industry indicators and industry IT contract signings. The associate analyst will also be responsible for developing information to support the development of industry market share and industry leadership grids. This information will be obtained through primary and secondary resources. The associate analyst will play a supporting role in developing industry-specific CIS and custom research on an as needed basis. Activities are likely to consist of interviewing and profiling IT vendors, segmenting market forecasts and assisting in primary demand side survey work. Additional responsibilities include working with marketing and sales to help the growth and development of the research program, developing a research agenda, working with vertical market analysts to ensure the timely delivery of research, and providing insightful research, analysis and guidance to clients. Client interaction and inquiry is an integral part of the analyst role. Collaborative efforts will include working with the Vertical Group analysts, marketing and sales groups. Please see idc.com for a complete description.
Location: Framingham – MA
Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Director, Product Management and Executive Programs Client Relations (IDC)

IDC's U.S. Services and Software Research groups are responsible for developing and conducting market research focused on the Services and Software industry vendors and their end markets. We are currently seeking a Product Management Director to lead two key strategies; to drive revenue growth through effective management of the Services and Software Groups product portfolios and to develop and implement executive programs that will deepen relationships with key clients. The Product Management Director will work closely with the Services and Software Groups management teams, manage a senior level customer user group, coordinate the efforts of marketing for logistics/planning and work with analysts for content and presentation development. In addition, this person will be responsible for managing Executive Sessions to maximize the exposure of executive level management to the analysts for the purpose of broadening and deepening the business with our largest customers. This person will also be responsible for targeted programs, across both groups, to address smaller customers in a way that demonstrates our tactical and strategic value. *Please see idc.com for a full description.* ***Location: Framingham – MA***
Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Account Manager (NWW)

Network World is looking for a dynamic sales professional to join our Marketplace sales team. In this position, the selected candidate will be responsible for maintaining current Marketplace print/online/event and custom business, prospecting for new clients, breaking new business, conducting research to discover previous untapped resources and closing sales. This individual must possess excellent phone, organizational and writing skills, as well as the ability to work independently. Prior experience in a sales environment or related experience preferred. Familiarity with MS Office, and sales database software a plus. Limited travel required. ***Location: Southborough - MA***
Contact: E. Cormier, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Keeping testers happy

Network World understands that maintaining an alliance of industry experts is paramount to the success of its testing program. To help maintain a mutually beneficial relationship with its partners, Network World:

- Features test pieces and testing columns prominently in the publication.
- Pays competitive fees to the testers.
- Stands firmly behind testers' work should vendors criticize the outcome.
- Highlights its testers as industry experts in Network World Events programs.
- Fosters a community among alliance partners where resources and ideas are exchanged freely.
- Handles the bulk of logistics for setting up testing projects, leaving reviewers free to focus on testing.
- Promotes its testers at industry tradeshows.

Network World

continued from page 1

develop tests that push the envelope:

- Multi-site testing: Network World and its alliance members have conducted tests of intrusion detection systems and multimedia collaboration gear that broke out of the confines of a lab setting, and sent real traffic across the Internet to multiple test locations.

- "In the wild" testing: Network World and its alliance members pioneered a new type of testing methodology in which they set up the products under test — such as anti-spam filters or intrusion detection and prevention systems — and subjected them to at least 30 days of real-world traffic.

> *"Having the ability to tap an expert, someone who works on a daily basis with the products we are targeting, someone who knows how these products need to perform in an enterprise network, leads to much more insightful analysis."*
>
> *— Christine Burns*

- First-of-its kind testing: When a new product comes out, Network World is the first to develop a test methodology and to get products into the lab. For example, *Network World* on Sept. 22 published the results of the first comparative test of wireless LAN switches that measured throughput and latency and next week will run exclusive test results of Cisco's new 10 Gigabit Ethernet switching module.

- Outside the box testing: *Network World* recently collected 30 days of backbone performance data from the major ISPs in North America to measure how well equipped those backbones are for supporting their applications across the Internet.

Network World editors said they have more innovations up their sleeves for 2004, particularly in the areas of intrusion prevention systems, VOIP products, and VPN products and services.

For a full listing of Network World Test Alliance members and their corresponding expertise, go to: www.nwfusion.com/alliance/index.html.

The Test Alliance Summit was held on Sept. 20 and was hosted by alliance member Jeffrey Fritz, director of Enterprise Networking Services at the University of California at San Francisco. The meeting was attended by 12 Alliance members and several *Network World* editors, who used the event to formulate the testing schedule for 2004 and discuss how testers can work even more cooperatively in the future.

The Alliance members also participated in a roundtable discussion with vendor test professionals about how to work better together, and met with the conference director of Networld+Interop to discuss how the Network World Test Alliance can better promote their findings at this important industry trade show.

Thanks to Christine Burns for contributing this article. Reach her at cburns@nww.com.

Network World Test Alliance meeting attendees are (from left to right): Rodney Thayer of Canola & Jones, Mandy Andress of ArcSec Technologies, ***Keith Shaw*** *(senior reviews editor),* ***Neal Weinberg*** *(features editor), Greg Goddard of EDS, Christine Perey of Perey Consulting, Betsy Yocom of Miercom, Joel Snyder of Opus One, James Gaskin of Gaskin Consulting,* ***John Dix*** *(editor in chief), David Newman of NetworkTest,* ***Christine Burns*** *(Test Alliance Director), Travis Berkley of University of Kansas, Thomas Henderson of ExtremeLabs, Thomas Powell of PINT and Jeffrey Fritz of UCSF. Test Alliance members not in attendance were John Bass of North Carolina State University and Barry Nance, an independent consultant.*

noteworthy people

IDG WORLD UPDATE

Cassavoy

New employees

Nora Freedman joins Financial Insights as an associate analyst. A recent graduate of McGill University in Montreal with a B.A. in political science, Nora had worked as an intern for IDC's Security Products and Infrastructure Software group for the past three summers. She keeps fit by playing in a Boston area women's ice hockey league.

Returning employees

Liane Cassavoy returns full-time to *PC World*'s Boston office as an associate editor, working primarily on *PCW*'s online news section. She first joined *PC World* in 1999 as a staff editor. A graduate of Boston College with a B.A. in English, Liane recently worked part-time as a contractor for *PCW* while she finished her master's degree in journalism at Boston University. She's a devoted sports fan who's been staying up late cheering on the Red Sox.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

Storage Networking World
Oct. 27-30
JW Marriott Grande Lakes Resort
Orlando, Fla.
www.computerworld.com/events/snw

Asia/Pacific Server Vision Conference
Oct. 28
Beijing
www.idc.com.cn/Events/server2003/eindex.php

Oct. 30
Taipei, Taiwan
www.idc.com.tw/Event/ServerVision2003/index.htm

CIO Perspectives®
Nov. 2-4
J.W. Marriott Desert Ridge Resort & Spa
Phoenix
www.cio.com/conferences

IT Spending Outlook
Nov. 14
Santa Clara Marriott
Santa Clara, Calif.
www.idc.com/itspending02

BiometricsWorld Executive Conference
Nov. 19-20
Embassy Suites Hotel
New York City
www.idgworldexpo.com/idgworldexpo/V40/index.cvn?ID=10043

European IT Banking Forum 2003
Nov. 24-25
Milan, Italy
www.idc.com

Macworld Conference and Expo
Jan. 5-9, 2004
Moscone Center
San Francisco
www.macworldexpo.com/macworldexposf/V40/index.cvn

COMNET Conference and Expo
Jan. 26-29, 2004
Washington, D.C.
www.comnetexpo.com/comnetexpo/V40/index.cvn

DEMO
Feb. 15-17, 2004
Westin Kierland Resort
Scottsdale, Ariz.
www.idgexecforums.com/demo/index.html

Premier 100 IT Leaders Conference
March 7-9, 2004
JW Marriott Desert Springs Resort
Palm Desert, Calif.
www.computerworld.com/events/p100

Bio•IT World Conference and Expo
March 30–April 1, 2004
Hynes Convention Center
Boston
www.bioitworldexpo.com/boston03/V40/index.cvn

CIO Store

continued from page 3

summer vacation. We now have a couple of people cross-trained in store operations and will be training a third very soon.

Q How can repackaged editorial content be used as an offering?

A The majority of the content found in *CIO Focus* and *Darwin Executive Survival* guides is drawn directly from the pages of the respective magazines. The value proposition of these guides is for the reader to gain the viewpoint of our editors on what they feel is the most relevant subject matter. By presenting this expertise in one place, we're also saving the readers considerable time by not having to research the material themselves.

Q What are some ways to drive traffic to the store from elsewhere on the site?

A We use links from Research Centers, sidebars in articles, ads, listing on our navbars, exposure on the home page and results listings from our search engine.

Q To what extent do you try to drive traffic to the store via other means (print, direct mail, e-newsletters, events, etc.)? What's particularly effective?

A We use print ads in our magazines and place information kiosks and handouts at events. We also mention products that we think will add value for the reader in print articles in our "cio.com boxes." But we get the best response from context-sensitive ads in our editorial newsletter. We have even developed a base of almost 10,000 subscribers for our store newsletter "The CIO Store News."

Q What do you have to keep in mind regarding content partnerships with third parties?

A We look at relevance to our readers and the quality of the offering. If it doesn't pass these two tests, we won't consider it. While we do not specifically state an endorsement of any third-party offers, we realize that there can be an implied endorsement simply by association. So for each proposed relationship, we create a team to analyze the quality and relevance of the product or service offered before exposing our readers to it.

We also limit our partnerships to shorter time frames, typically one year. We track actual performance against proposed. If there are performance problems, we will work closely with the partner, consulting on pricing, marketing and product offerings. If we still find that the product is not as saleable as we had expected, we will not renew the partnership when the contract is complete.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Lloyd Cohen *IDC*

19

Madeleine Dionne *Bio•IT World*

16

Lew McCreary *CXO Media*

14

Javier Rodriguez *IDG Spain*
Marco Tennyson *IDG Italy*
Martin Wallström *IDG Sweden*

13

Marta Cabanillas *IDG Spain*

11

Cynthia Ramsey *Mac Publishing*
Uli Diehlmann *PC World*
Joseph Loiselle *IDC*
Charlotte Kempe *IDG Sweden*

10

Dora Jeffers *Computerworld*

9

William Manning *IDC*
IDC

8

David Ramel *Computerworld*
Beth Kamoroff *PC World*
Julian Weatherby *PC World*
Susan Green *PC World*
Sari Kalin *CXO Media*
Yasuhiro Watanabe *IDG Japan*
Gerda Tausch *IDG Germany*

7

Laureen Austermann *Computerworld*
Matt McAllister *InfoWorld*
Raymond Boggs *IDC*
Jacqueline McLean *IDC Canada*
Robin Morris *PC Advisor*

6

Michelle DeFilippo *Computerworld*
Cathleen Moore *InfoWorld*
Mariaelena Quale *PC World*
Mark Melenovsky *IDC*
Esther Ng *IDC Hong Kong*
Connie Yip *IDG Hong Kong*
Claudia Susanne Wolff *IDG Germany*
Maritha Norlin *IDG Sweden*

5

Ellen Morey *CXO Media*
Lars Vestergaard *IDC U.K.*
Philippe Saul *IDG France*
Ki Vesterberg *IDG Sweden*

4

Jeffrey Spitzer *IDG Entertainment*
Eugene Demaitre *Computerworld*
Alicia Langer *PC World*
Andrew Lyon-Hall *IDG Central Services*
Alec Wagner *InfoWorld*
Melissa Perenson *PC World*
Patrick Hill *IDC*
Nancy Wyatt *IDC*
Elizabeth Price *Network World*
Michael Hall *IDC Hong Kong*
Charissa Lau *IDC Canada*
Romolo Pusceddu *IDC Benelux*
Mats Ståhlbröst *IDG Sweden*

3

Amy Norcross *IDC*
Scott Tiazkun *IDC*
Darran Blatch *IDC U.K.*
Gary Duncan *IDC U.K.*
Warren Chaisatien *IDC Canada*
Michael Hyjek *IDC Canada*
Noriko Moritomo *IDC Japan*
Tomoki Uechi *IDC Japan*
Daniel Stokes *IDG Global Solutions U.K.*
Matika Angkatavanich *IDG Global Solutions*
Heather Meninno *IDG World Expo*
Jenny Elmqvist *IDG Sweden*
Niklas Ekman *IDG Sweden*

2

Jessica Dryden-Cook *IDG Entertainment*
Blossom Woo *PC World*
Debra Jones *PC World*
Clary Alward *InfoWorld*
Kayan Wong *PC World*
Iain Scott *IDG Australia*
Charles Jiang *IDC China*
Noriko Nozaki *IDG Japan*
Emma Meite *IDG France*
Andrew Notter *Macworld U.K.*
Sabine Schlund *IDG Germany*
Zwetelina Botuscharowa *IDG Germany*
Diane Lieberman *Bio•IT World*
Anders Berglund *IDG Sweden*
Malin Lennen *IDG Sweden*

1

Kaila Bongiovanni *InfoWorld*
Wayne Rash *InfoWorld*
Steven Kempton *IDC*
Mark Hollister *Network World*
Mirza Baig *IT World Canada*
James Alexander *IDC Canada*
Krasimira Kovacheva *IDG Bulgaria*
Haruki Watanabe *IDC Japan*
Luis Balderas *IDC Mexico*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

dithering feathering tweening ripper wavelet PKZIP tar

Define IT

IDG Central Service's **Andrew Lyon-Hall** submitted this month's winning wacky definition for the word "kludge":

> "The vast array of food crumbs, paper clips, pins, tiny pieces of paper, etc.that falls into your keyobards and rattles around until some of the keys stop working."

(The actual definition is as follows: "Pronounced *klooj*. A derogatory term that refers to a poor design. Like hacks, kludges use nonstandard techniques. But, whereas a hack can connote a clever solution to a problem, a kludge always implies that the solution is inelegant," according to www.webopedia.com.)

Andrew will receive a $50 American Express gift check. Another $50 AMEX check awaits the creative author of the funniest fake definition for this week's Define IT word:

sniffer

Send your entries to world_update@idg.com by **Nov. 4.**

scatternet bloatware link farming choke packet vortal bubblesort

unpack DAM Qubit BLOB trigger big-ender zombie leaf heap kludge

DoCoMo bump mapping Web clipping memory effect

Free passes for Boston Museum of Science available to local, visiting employees

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes for distribution to employees. The free admission is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

Any IDG employee from the Boston area or any employees planning to visit the area wishing to obtain passes may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. The passes are good for admission through September 2004.

celebrating 10!

Name
Michael Wallace

Home
Sandwich, Mass.

Joined IDG
Jan 1992 – Staff Accountant – IDG Books.

Career path
I started as staff accountant at IDG Books then was promoted to financial analyst. After that, I was advertising information manager at PC World in San Francisco for a little more than three years. I moved to Framingham in the winter of 1996 to become the sales analyst in the Finance Department at IDC.

Current title
Business Analyst. Monthly reporting of sales activities. Sales compensation relating to booking commissions.

Most challenging part of your job
I did mention that I deal with the sales department, didn't I?

Latest accomplishment
Restoration of two old homes (one in Massachusetts, the other in Vermont) by myself.

Career highlight
Being asked to come back to my job after having left for several months.

What's kept you at IDG for 10 years?
Lack of a better offer — just kidding. At the risk of sounding cliché, I've stayed around because I work with a great bunch of people.

Best way someone could compliment you on your work
By not complaining about my service to them.

Best piece of advice you've ever received?
My boss talked me out of taking a job elsewhere.

Family
My wife Marian and I have three sons: Jackson, 3; Spencer, 20 months; and Elijah, 4 months.

What ability do you wish you had?
Musical; I would have loved to be able to play the piano.

If you won the lottery tomorrow, you would
First, quit my job (sorry, Mark), then buy a home in each of my favorite spots around the world.

Five people — living or dead — you'd invite to a dinner party?
Mozart, Michael Palin, Cary Grant, Paul McCartney, and Fidel Castro (bring the cigars!).

THE RITZ-CARLTON

*IDC's **Mike Wallace** (right) joined IDG Chairman **Pat McGovern** for a dinner at Boston's Ritz-Carlton celebrating his 10 years of service to the company.*

Fantasy job
General Manager for the Boston Red Sox.

Manager's profile
"Mike has been a most effective member of the IDC Finance team from the day he joined IDC — earning the CEO's quarterly award for excellence in his first year, for instance! A key element of Mike's contributions over the years has been his ability to adapt to changing conditions, always happy and willing to take on additional tasks. Mike currently spends most of his time as IDC's sales measurement and compensation guru — delivering timely and accurate analysis and commissions to our busy sales team. Mike possesses the two essential skills so critical to a financial professional (and to IDC): Always be accurate and always deliver on time. Congratulations, Mike!"

— Mark Sullivan, chief financial officer, IDC

PDF speeds delivery of World Update

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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CW, CIO support center sites to debut

Many of the presentations from the CW/CIO product line meetings are on IDG Central (www.idgcentral.com) in the Global Product Line Information section. If you do not have a password for IDG Central, you may request a login online.

In addition, the finishing touches are now being put on new Web sites for the CW and CIO global support centers. They will include presentations from the meeting, summaries of the Great Ideas sessions, and a recap of the action plans. E-mail-driven forums will also be created to enable CW and CIO employees around the world to share ideas and seek assistance.

Participants at the New York meeting will be notified when the sites are ready. Other employees can gain access by contacting CW/CIO GPSC Coordinator **Peta Smith** at peta_smith@idg.com.au.

CW, *CIO* hold Global Product Line Meeting

Generating more reader revenue, targeting smaller enterprises are themes

Here's a recipe for successful idea sharing: put more than 70 employees from 20 countries in a room to talk about how to improve the quality and success of the *Computerworld* and *CIO* brands, and the outcome is a re-energized global force that's ready to try new approaches back in their home markets.

IDG's first *Computerworld* global product line meeting in three years, and the first-ever *CIO* global meeting, were held concurrently Oct. 1-4 in New York City. Led by IDG Australia Managing Director **Don Kennedy** on the *CW* side and IDG Australia Vice President **Linda Kennedy** on the *CIO* side, the meeting was designed to allow attendees to exchange ideas, share information about the enterprise market and explore opportunities to develop multinational initiatives that could increase revenue.

"The Computerworld and CIO global product line participants were an amazing group of people, optimistic about moving ahead in tough markets and completely open about sharing with their colleagues," Don Kennedy said.

IDG WORLD UPDATE

(From left) ***Maria Jose Marzal*** *(CW España),* ***Anca Persoiu*** *(CW Romania) and* ***Malgorzata Brudniak*** *(CW Poland) look at an international array of IDG publications.*

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Kit Gould named managing director of IDG U.K.

Kit Gould *has more than 15 years of technology publishing experience.*

After three years as general partner of IDG Ventures Europe, **Kit Gould** moved back into the publishing arena earlier this month as managing director of IDG U.K. This new position consolidates the management of IDG's London-based properties: *PC Advisor*, *Macworld*, *Digit*, *Tips & Tricks* and Techworld.

"Kit's appointment is designed to help grow IDG's U.K. publishing business and to optimize our existing products and operations," said IDG CEO **Pat Kenealy**. "**Guy Eaton** and **David Fernando** [publishers of *Macworld* and *PC Advisor*, respectively] will retain their current publishing responsibilities and will work for and with Kit to maximize results for the coming fiscal year."

Gould said he will spend the next few months "working with the current management teams to as-

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CW hits on winning formula with IT Executive Summits

Architect Ludwig Mies van der Rohe's famous dictum "Less is more" is serving Computerworld's Strategic Programs and Events group well. The group is applying its expertise in producing large-scale events to its one-day IT Executive Summits, a series of small, focused, single-sponsor events that are proving the ideal solution for clients looking to target a specific group of qualified attendees.

Highly profitable, an IT Executive Summit is a complimentary, invitation-only conference on a focused topic that runs less than a day. "They each have a sponsor, so that's where the revenue comes from," said **Derek Hulitzky**, director, Event Marketing and Conference Programs. "We promote, run and produce them very much in the same way that we do our large conferences but with pinpoint focus on a hours-long agenda."

continued on page 2

Developing summit topics is a group effort

Coming up with topics for the Executive Summits is a group effort at *Computerworld*.

Editor-in-chief **Maryfran Johnson** said she held a brainstorming session with the publication's top editors to come up with a short list of Summit themes. "The topic had to be hot or interesting or controversial or all three — something guaranteed to draw readers and users — and it had to be reasonably appealing to sponsors," she said.

"What we came up with was outsourcing, business intelligence, security/business continuity, compliance/regulatory issues, data center/server consolidation and mobile/wireless."

Summits help *CW* keep editorial coverage on track

Computerworld's IT Executive Summits not only generate bottom-line benefits for the company but also provide important opportunities for ensuring that editorial continues to target the key concerns of readers.

"Getting together with a room full of IT executives and senior managers does more for *Computerworld* than any activity I can think of," said Editor-in-chief **Maryfran Johnson**. Among the benefits:

- It expands our knowledge and source base.
- It gives us great new contacts to stay in touch with for future stories.
- It deepens our affinity with readers.
- It enhances our reputation as the voice of IT management.
- It broadens our understanding of the real issues they're facing.

Executive Summits

continued from page 1

In May and June, "IT Outsourcing: The Offshore Alternative," sponsored by Cognizant, was held in New York City, Chicago and Los Angeles. Last month, the "Leveraging Business Intelligence in the Enterprise" summit was held in New York, where it drew 165 registered attendees, and San Francisco (115 registered attendees) and sponsored by SAS and Intel. Summit programs include keynote speeches and topical panel discussions with speakers that may include IT users and executives, industry analysts and *Computerworld* editors.

"The big events — those two- to three-day extravaganzas with hundreds of people at a gorgeous resort – are great," said *Computerworld* VP/Editor-in-chief **Maryfran Johnson**. "But many IT executives don't have the time or budget to stay out of the office for so long. IT Executive Summits are proving to be a terrific draw. The format gives Computerworld the ability to deliver a lot of great content in just a few hours to a room full of our most important readers and contacts, and it enables them meet and network with other senior IT managers."

Johnson said one of the lessons she has learned from five years of the Computerworld Premier 100 events and from moderating panels at numerous user conferences is that "IT executives value a contact and a connection with each other more than any other form of information delivery. So whenever we can make that happen it's a success. By compressing that IT connection into a few hours and packing an agenda with lots of information on a hot topic, we create a shared space for some serious thought leadership."

> *"All together, this is a tremendously high-value package — and we naturally price it that way!"*
> *— Derek Hulitzky*

Included in the agenda is a showcased user case study presented by a customer of the sponsoring firm. "Since they are high-value events where a single sponsor can generate substantial visibility during both the audience recruiting as well as on-site, they can be an excellent package of exposure for a given sponsor," Hulitzky noted.

According to Hulitzky, the advantages to sponsoring an Executive Summit are threefold. Sponsors align themselves with the *Computerworld* brand, "because unlike other opportunities to advertise with us or participate in our events, the IT Executive Summits allow their brand gets exclusive exposure related to the content delivered at the event." Second, sponsors get a substantial amount of brand awareness during the audience recruitment process. Finally, they benefit from the on-site exposure and networking, "as well as the hard deliverable of the registered attendee list," Hulitzky said.

COMPUTERWORLD
IT Executive Summit
on Business Intelligence
sas
intel

CW VP/Editor-in-chief ***Maryfran Johnson*** *addresses the audience at last month's Summit on Leveraging Business Intelligence in the Enterprise.*

Hulitzky said the Business Intelligence series also involved producing 60 pages of custom publishing, "so this is truly a print/online/event integration that is tailored to the client. All together, this is a tremendously high-value package — and we naturally price it that way!"

Hulitzky said the Outsourcing series drew 50 to 75 qualified attendees in each city and the Business Intelligence series, by design, drew more. Although based on the demographic objectives of the sponsoring company, the audience for the Summits is generally one of IT managers, preferably senior management from large companies. "The average company revenue of attendees for the most recent two events was in excess of $3 billion," Hulitzky said.

The Summits are marketed in a multitude of ways: print advertising in *Computerworld*, online advertising at Computerworld.com, e-mail broadcasts to proprietary CW lists, postal invitations to proprietary lists, and mailings to the sponsor's customer lists.

The Summits take approximately eight weeks to put together, and the returns to Computerworld are many. "We get customer loyalty, credibility and that 'Boy, they sure do have their act together' cachet that you can only get at custom niche events like these," Hulitzky said.

For more information, go to www.itexecutivesummit.com, or contact Derek Hulitzky at derek_hulitzky@computerworld.com.

the interview

one on one

Morris Levitt

The President & CEO of Bio•IT World is this week's guest columnist. Reach him at morris_levitt@bio-itworld.com.

Bio•IT World at-a-glance

Established 2001
Location Framingham, Mass.
Number of employees 26
Web site
www.bio-itworld.com
Products

- *Bio•IT World* (monthly tabloid, circulation 25,000, controlled)
- *IT and Informatics Buyer's Guide for the Life Sciences* (annual)
- *Life Science Equipment Buyer's Guide* (annual)
- e-newsletters on bio-IT technologies (weekly and monthly)
- Health-IT World (twice weekly e-newsletter, 25,000 controlled circulation)
- Bio•IT World/Health•IT World Conference and Expo (with IDG World Expo)

Q Last year in this space you said that IDC and others were projecting the bio-IT market to be the single fastest growing market for IT infrastructure with an annual growth rate exceeding 20%. Has this been borne out?

A Yes. The latest IDC forecast indicates a growth rate of about 19% over the next three years. The biggest purchasers of bio-IT equipment will be pharmaceutical and biotech firms engaged in drug discovery and development, along with academic research centers such as the Whitehead Institute at MIT.

Q What's the overall status of the bio-IT market these days?

A There was a lull in the market in 2002, but activity has picked up in the second half of 2003 as pharmaceutical and biotech stock prices and earnings in the U.S. have improved. We are also starting to see new venture capital money going into biotech, that will help drive increased bio-IT equipment purchasing in calendar year '04.

Q What's the single best idea you've implemented at Bio·IT World during the past year to improve business?

A We recognized that the large healthcare technology market (centered in hospitals and group medical practices) was complementary to the bio-IT market and had lots of additional IT and informatics companies involved. It's a $15 billion market, growing annually at 5% to 10%. So, in May we launched a twice-weekly electronic newsletter, *Health•IT World*, that has been well received by its 25,000 readers as well as leading vendors.

Q Can you talk a little about your efforts in the area of digital delivery?

A We've been pretty successful with the Bio•IT World Web site and eight bio-IT e-newsletters as well as *Health•IT World*. Our next step is to begin digital delivery of *Bio•IT World* (this month) to part of our audience using the Qmags platform. Our objectives are to gain paid international and U.S. readers and also service electronically most of our comp list and part of our qualified readership. We'll also be able to offer some attractive audio and video features to digital advertisers. In January, we will also launch an e-magazine edition of *Health•IT World*.

Q What is the Best Practices Compendium?

A Earlier this year we launched the Best Practices program to recognize productive and innovative use of bio-IT applications in drug discovery, clinical trials, drug manufacturing and related disciplines. The program generated 50 entries from top bio-pharma and academic/medical centers, and we presented 10 awards to winners at a high-level event in Washington, D.C., in June. We recently compiled all the entries into a proprietary document, the Best Practices Compendium, that is being sent exclusively to program participants and sponsors.

Q To what extent, if at all, do you collaborate or have contact with other IDG bio-IT publications around the world?

A We've been very proactive in collaborating with other bio-IT publications. Much of our content appears translated in the quarterly edition of *Bio•IT World* in Japan, underscoring the truly international nature of this field. Our editors' columns appear regularly in *Australian Biotechnology News*, and **Kevin Davies** (editor-in-chief) and **John Russell** (executive editor) have given keynote presentations at Bio•IT World conferences in Japan and China, respectively.

But it's not all one-way traffic: the Aussies were enormously helpful in researching one of the top ongoing stories in our space — an Australian biotech firm's patent stranglehold on vast tracts of the human genome.

Q What about collaboration with other IDG business units in the U.S.?

A We have a formal partnership with IDG World Expo with respect to the Bio•IT World/Health•IT World Conference & Expo in Boston next March. We're delighted with how well that's working. Bio•IT World is also collaborating with IDC life sciences on a quarterly market outlook service, and we expect to strengthen that relationship as the new IDC Life Science vertical builds its organization. We have also generated significant revenues through webcast partnerships with Accela Communications. [Once a wholly owned IDG subsidiary, Accela was spun out as an independent company in January of this year. IDG remains a significant shareholder.]

Q What are the key challenges facing Bio·IT World at the moment?

A Our biggest challenge is continuing the strong growth rate we've had in our first two years. To do this, the key elements in '04 will be promoting integrated marketing programs (print, electronic, events) to our Bio•IT World customers, building out the

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Product line meeting

continued from page 1

IDG CEO **Pat Kenealy**, just back from IDC's European IT Forum in Paris, said the Forum was just one of several places he's been lately where he's sensed a new optimism in the IT community after the market declines of the past few years. "Pent-up demand for IT purchases is really there," he said, like "a gentle tide that will lift everyone up."

According to Kenealy, selling advertising to big companies is getting increasingly complex, and it's more important than ever that *Computerworld* and *CIO* publishers have excellent relations with the top vendor representatives in each company. Diversifying *CW* and *CIO* product offerings is essential, he said. "Don't think of *Computerworld* as a publication but as a brand that can deliver information in a variety of ways," he said.

Kenealy also noted that the business model of having print be costly and the Internet free is broken. "We charge too little online for content that is timely, valuable, forwardable and searchable," he said. "We have to figure out how to fix this in the next five years, and we need to tackle the issues as business people," and not listen to those who believe that all information on the Web should be free, he added.

CXO Media Group Publisher **Gary Beach** continued the good news trend, noting that a recent *CIO* poll of readers regarding planned infrastructure expenditures showed the biggest one-month jump in the history of the poll.

IDG International Publishing Services Vice President/IT **Morris Effron** outlined the overhaul of IDG.net, which is now a search site that streamlines and expands the presentation of IDG's online editorial content, thereby driving traffic more directly to individual IDG sites. By adopting the Ultraseek search engine for their own sites (Effron's group has a master license enabling them to pass it along at no cost), and creating RSS feeds for their content, any IDG unit can become part of IDG.net. Local units will soon be able to add pan-IDG search results to their own site search results by querying the IDG.net search engine, which will enable them to sell ad space and sponsorships on their own pan-IDG search results pages. Discussions are beginning about how IDG.net ad space will be sold.

CIO Senior VP/Online **Tim Horgan** talked about why IDG has put some deep linking blocks in place to protect online content. Deep linking is the practice of placing a link from one site directly to another site's interior content, bypassing the home page in the process. "We don't want to wall off our content, but we don't want direct competitors making parasitic use of our content without paying us," he said. Horgan listed several steps that can be implemented to protect content: establish a linking policy and publicize it on the site, provide a way for people to ask permission to link, enforce the policy, and watch how content is used. CIO's linking policy can be found at www.cio.com/CIO/disclaimer.html.

Computerwoche's ***Christophe Witte*** *(with microphone), makes a point. From left:* ***Hakan Ogelid*** *(Computer Sweden),* ***Jaroslav Hrouda*** *(CW Czech),* ***Karin Giffhorn*** *(Computerwoche),* ***Karel Taschner*** *(CW Czech),* ***Malgorzata Brudniak*** *(CW Poland) and* ***Frank Klinkenberg*** *(tecChannel).*

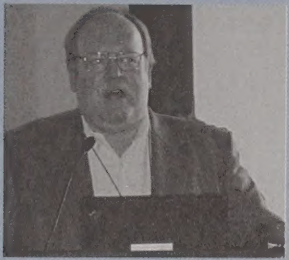
Computerworld VP/Editor-in-chief **Maryfran Johnson** moderated a panel of CIOs from New York-area companies, asking them, among other things, what trends they think are overhyped (Web services) and underhyped (voice-over IP). In terms of how they consume information, panelists said they preferred online articles of less than one page pushed via e-mail alerts. Also valuable are online archives of poll questions so CIOs can see what their peers are thinking. In terms of content, high marks went to anything with a business focus that relates to technology, trends or best practices.

During a panel moderated by Network World President & Editorial Director **John Gallant** editors from *Computerworld*, *InfoWorld*, *CIO* and *Network World* were asked what they thought was the most overhyped technology; utility computing was the consensus. Trying to engage readers' limited attention spans is always a challenge, and shorter articles, accompanied by sidebars, lists, reader ROI, etc. helps convey information to the reader even if they don't commit to reading the whole article. *InfoWorld* has moved the details about the methodology behind its testing practices onto the Web, freeing up print space for more actionable information. Tools such as salary surveys or more detail from "best places to work" surveys entice readers to go online.

Attendees craved creative ideas for increasing reader revenue, an especially challenging task when readers of many of IDG's enterprise publications are used to getting one information medium — the print publication — for free. Computerworld VP/Circulation **Debbie Winders** explored the potential for a "CW Club" concept that would be tested at differ-

continued on page 5

Great Ideas



From IDG Australia's ***Don Kennedy****: "Don't give any PR companies a free subscription to your publication! They hate it, but we told them they need to cover our printing and postage expenses."*

Main story quick links
While quick links are an easy way for print readers to get additional information that is available only online, *Computerworld* has started to include a quick link on an article itself. Many readers have said they would like to pass along an interesting story to colleagues, and using the quick link system is an easy way to do that. (**Maryfran Johnson** at maryfran_johnson@computerworld.com.)

Convenient focus groups
CIO instituted an effective new way to learn more about their readers: hold small focus groups onsite at a CIO conference (the afternoon before the conference gets underway) and give participants a $50 hotel gift certificate. (**Jennifer Richards** at jrichards@cxo.com.)

Small refreshes, big payoff
Computerworld Canada and *Network World Canada* did a series of mini redesigns to keep the look and feel of the publications updated. The team injected a new color in various locations, renamed a few sections, created a section in the back with lighter editorial content, including a crossword. (**Greg Enright** at genright@itworldcanada.com.)

IDG

October 20, 2003

Sr. Account Executive (CXO)

CXO Media is looking for a Sr. Account Executive to join the CXO Media sales team in Paramus, NJ. This individual will be responsible for developing new accounts and growing existing accounts and selling multiple CXO products. To be successful in this role, the salesperson will need to build strong client relationships and offer value-added solutions for their businesses. Requirements for the position include a minimum of 3 years of inside/outside sales experience in information technology publishing. ***Location: Paramus – NJ***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

District Sales Manager (CXO)

CXO Media is looking for a District Sales Manager who will be responsible for prospecting, maintaining, and increasing sales of ad pages and integrated programs for CIO Magazine. Ideal candidate will possess a minimum 3 years experience in hi-tech ad sales, be familiar with tech community accounts and a self-starter. Candidates must also possess excellent communication and presentation skills. Knowledge of the hi-tech industry is essential and an understanding of the elements which create opportunity in the advertising community a plus.

Location: San Francisco – CA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Prepress Manager (MAC)

Mac Publishing is looking for a Prepress Manager to be responsible for creating direct-to-plate files from myriad native application files and file formats; ensuring deadlines are met and pages are processed to meet printer requirements; and maintaining and calibrating the production department's hi-res 4C printers. The Prepress Manager will be Mac Pub's resident expert on emerging production technologies. Candidates must have expert skills in Quark, Photoshop and Illustrator applications and solid knowledge of InDesign, Pagemaker and Freehand. Candidates should also be very familiar with PostScript, EPS, DCS-2, PDF, PDF/X1-A, TIFF/IT et. al. file formats. Scanning, color correcting and troubleshooting skills required; magazine production experience preferred. ***Location: San Francisco – CA***

Contact: S. Spingola, Fax: 415-243-3543, Phone: 415-243-3558,
Email: steve_spingola@macworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

More great ideas

Ad samples book

Many clients have asked to do an ad unit that is out of the ordinary, so *CIO* (U.S.) staff collected a vast assortment of interesting print ad concepts from various consumer publications. They've put them together in a binder sales staff can take to agencies as a way to foster discussion and jump-start new ideas. (**Ellen Romanow** at eromanow@cxo.com.)

Global power

Computerworld U.S. recently asked IDG Global Solutions to inform the sales team about the international impact of the *CW* brand so they can leverage that strength when talking to clients. (**Matt Sweeney** at matt_sweeney@computerworld.com)

Editorial roundtables

To delve more deeply into what users are thinking, Germany's *Computerwoche* has held a series of editorial roundtables with five or so CIOs from major companies. Held in a *Computerwoche* conference room, there are no IDG marketing or sales staff present or sponsorships sold; it's simply an opportunity for the CIOs to talk to each other, compare their views on major issues. In the process the editorial team gets ideas for major stories and features. The sole cost to *Computerwoche* is a meal for participants. The staff has found that CIOs enjoy the opportunity to meet and love the publicity that *Computerwoche* can give them. (**Christoph Witte** at cwitte@computerwoche.com.)

The Great Ideas described here are a subset of what was presented at the CW/CIO global product line meeting. A comprehensive set of Great Ideas suggestions will be available on the soon-to-be-announced CW and CIO GPSC sites.

continued from page 4

ent price points. Advantages to members could include discounts to CW events, discounts on products from advertisers, a free print subscription and online chat sessions with senior editors. IDG Interactive Publishing Director **Frank Klinkenberg** talked about the premium area of tecChannel.de that has attracted close to 200 new subscribers a month. Editor-in-chief **Lars Dahmen** said *Computer Sweden* has been able to build its print subscription base by including short news stories on its Web site but restricting in-depth news and features to print subscribers who type in a password that's contained only in the print issue.

Several attendees observed that advertisers have money set aside for promotions other than print ads in a regular issue and they're often looking for opportunities to be part of special issues or special events. Hungary's *CW Számítástechnika* pulled in significant revenue during the usually slow month of December last year with a special issue profiling how prominent IT executives and their companies donate to charitable and social programs.

IDG WORLD UPDATE

Jun Kawahara *(CW Japan) talks with* ***Steve Fox*** *(InfoWorld).*

One potential growth area for enterprise publications is the small- and medium-enterprise market, which could also include public sector organizations. *Computerwoche* in Germany has produced five issues of *CW Fokus-Mittelstand* this year, which has brought in new readers and new advertisers. The publication emphasizes day-to-day problem solving, cost-sensitive approaches to technology spending and simplified, non-technical language. Costs are low, with freelancers for editorial and sales and layout staff borrowed from *Computerwoche*. One-quarter of the content is repurposed from *Computerwoche*.

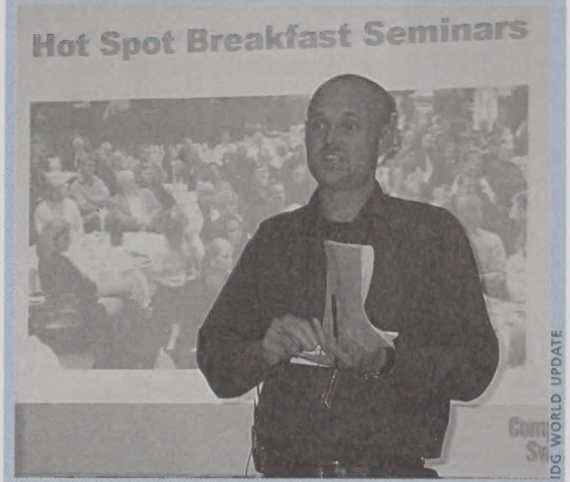
Panels on events, CIO research efforts, online activities and IDG Global Solutions initiatives rounded out the meeting, interspersed by several "great ideas" sessions.

"I was surprised that publications in other parts of the world have the same problems and challenges we do," said *CW Számítástechnika* **Maria Lakatos**. "But working together, we have a better chance of solving them."

On the final day, attendees pledged to share more information about upcoming initiatives, particularly those in regard to increasing reader revenue. Those pilot projects will be tracked via the new CW/CIO Web sites so other business units can monitor progress and offer input. There were also discussions about potential areas for international cooperation. *Computerworld Poland* Deputy Editor-in-chief **Krzysztof Frydrychowicz** proposed creating the first pan-European *Computerworld* Salary Survey for IT professionals. IDG Poland has the methodology and six years of experience doing salary surveys and is willing to share both with colleagues who are interested in joining such a project.

For more information about the meeting contact Don Kennedy at don_kennedy@idg.com or Linda Kennedy at linda_kennedy@idg.com.au. WU

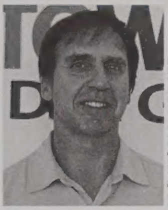
Morning seminars boost revenue, increase readership



Computer Sweden's ***Lars Dahmen*** *addresses seminar attendees.*

Computer Sweden organizes Hot Spot Breakfast Seminars in downtown Stockholm that begin at 8 a.m. and finish promptly at 9:30 a.m. so attendees can get in a full day of work. The lively seminars give subscribers add-on value, enable the editorial staff to meet more readers and generate news stories, build the brand and create community among readers. ("Information is given out, but most important is creating a good show and making sure the time spent means good fun for everyone," said Editor-in-chief **Lars Dahmen**.) Each seminar revolves around one hot topic and features a keynote speaker, a panel discussion and audience questions solicited by editors walking through the audience. The week before the event, *Computer Sweden* publishes a special section (16 to 24 pages) on the topic and promotes the seminar. The event is free to subscribers, US$40 for others, and draws from 100 to 200 attendees. A maximum of six sponsors pay US$20,000 each and receive a table at the breakfast meeting, two full-page ads, their logo on the Hot Spot ad and access to names of attendees. Contact Lars Dahmen at lars.dahmen@idg.se.

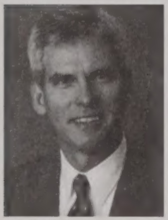
noteworthy people


IDG WORLD UPDATE

Danish

IDG WORLD UPDATE

Cartier



Gens

New employees

InfoWorld Creative Director **Andrew Danish** comes to IDG from Forbes' Silicon Valley office, where he was art director for *iQ*, the in-house magazine of Cisco Systems. He has a B.F.A. in graphic design from the Tyler School of Art of Temple University in Philadephia. Outside the office he enjoys art, architecture, travel, collecting, driving his Mini Cooper and walking his mini dachshund. Andrew is also co-authored the book *Palm Springs Weekend: The Architecture and Design of a Midcentury Oasis*.

Amanda Cartier joins *Macworld* in San Francisco as an administrative marketing assistant. She previously worked for UBS Investment Bank as an administrative assistant. She is currently on hiatus from the Academy of Art College, where she is studying journalism and design. An avid music enthusiast, she also recently joined Habitat For Humanity.

Kevin Hause joins IDG Global Solutions in San Francisco as director, business development. He was most recently at London-based Screen Digest Ltd., where he held the same title. A graduate of Vanderbilt University in Nashville, Tenn., where he earned both a B.S. in engineering as well as an M.B.A., Kevin enjoys sailing, tennis and competing in triathlon events.

Transfers

Joan Kelly has signed on as senior vice president of Sales and Integrated Programs at CXO Media. Joan began her IDG career in 1988 as advertising director at Macworld and in 1994 moved to InfoWorld. She held several positions there, culminating in vice president/associate publisher for the Eastern region, before moving on to become IDG Communications executive vice president, Sales and Marketing, in July 1999. She was named president of the group the next year.

Returning employees

Frank Gens has rejoined IDC as senior vice president of research. In his new position, Gens will explore the business issues that shape the selection and utilization of technology in today's enterprise environment. He will collaborate with IDC's global research teams to develop the industry's foremost research on the integration of business and technology. Gens has more than 20 years of senior-level experience in the IT research and advisory services business, including 15 years with IDC where he led the development of the company's global research architecture. Most recently he was with AMR as VP/ strategic development.

Et cetera

IDG New Zealand Managing Director **Bob Pinchin** has been elected to a 12-month term as chairman of the New Zealand chapter of the Magazine Publishers' Association. The MPA is the country's only association promoting magazines as a medium. Membership comprises both B-to-B and consumer publishers and includes virtually all of New Zealand's major publishers. Pinchin, who has been with the company for 13 years, was named managing director in July 2001.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDGcia.com back online

IDG's Customer Intelligence intranet site, www.idgcia.com, is now fully operational after a brief downtime. It is back online and current, with all notification functions (such as the call report e-mail alert) operational. If you have any questions or problems regarding the site, please send them to idgcia@idg.com.

Coming up

Storage Networking World
Oct. 27-30
JW Marriott Grande Lakes Resort
Orlando, Fla.
www.computerworld.com/events/snw

Asia/Pacific Server Vision Conference
Oct. 28
Beijing
www.idc.com.cn/Events/server2003/eindex.php

Asia/Pacific Server Vision Conference
Oct. 30
Taipei, Taiwan
www.idc.com.tw/Event/ServerVision2003/index.htm

CIO Perspectives®
Nov. 2-4
J.W. Marriott Desert Ridge Resort & Spa
Phoenix
www.cio.com/conferences

IT Spending Outlook
Nov. 14
Santa Clara Marriott
Santa Clara, Calif.
www.idc.com/itspending02

BiometricsWorld Executive Conference
Nov. 19-20
Embassy Suites Hotel
New York City
www.idgworldexpo.com/idgworldexpo/V40/index.cvn?ID=10043

European IT Banking Forum 2003
Nov. 24-25
Milan, Italy
www.idc.com

Macworld Conference & Expo
Jan. 5-9, 2004
Moscone Center
San Francisco
www.macworldexpo.com/macworldexposf/V40/index.cvn

COMNET Conference & Expo
Jan. 26-29, 2004
Washington, D.C.
www.comnetexpo.com/comnetexpo/V40/index.cvn

DEMO
Feb. 15-17
Westin Kierland Resort
Scottsdale, Ariz.
www.idgexecforums.com/demo/index.html

Premier 100 IT Leaders Conference
March 7-9, 2004
JW Marriott Desert Springs Resort
Palm Desert, Calif.
www.computerworld.com/events/p100

Bio-IT World Conference & Expo
March 30–April 1, 2004
Hynes Convention Center
Boston
www.bioitworldexpo.com/boston03/V40/index.cvn

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Lucienne Bosser *IDG France*

19

Nadine Gogibus-Pahus *IDG France*

14

Karen Rokkedahl *IDG Denmark*

13

Duane Hampson *PC World*

12

Steve Pelosi *IDG*
Glenys Mercado *IDG*

10

Stephanie Faucher *Computerworld*
Sean Weglage *Computerworld*
Kent Persson *IDG Sweden*

9

Gabriele Heilmann *IDG Germany*
Keith Waryas *IDC*
Sharon Stearns *Network World*

7

Amy Bonner *IDG List Services*

6

Arnaud Beuvin *IDG Global Solutions*
Masaaki Moriyama *IDC Japan*

5

Nuria Garcia *IDG Spain*
James Eibisch *IDC U.K.*
Jennifer Berger *Mac Publishing*
Deni Ahnstedt *Network World*
Sheryl Hodge *Network World*
Carina Nilsson *IDG Sweden*

4

Carni Kruse *InfoWorld*
Claude Lavoie *IDC*
Ron Bettencourt *CXO Media*

3

Ekapat Chareonlarp *IDG Global Solutions*
Masato Takeuchi *IDC Japan*
Yolanda Sanchez *IDG Spain*
Kate Carroll *Computerworld*
Thomas Fitzpatrick *IDC*
Pilar Danlag *IDG Australia*
Cynthia Dong *IDC China*
Akemi Mizuhashi *IDG Japan*
Per Danielsson *IDG Sweden*

2

Phil Sargeant *IDC U.K.*
Rachel Desjardins *Mac Publishing*
David Gottlieb *IT World Canada*
Roosman Fajar *IDC Indonesia*

1

Emiliano Brunetti *IDG Italy*
Pian Chung *IDG Hong Kong*
Howard Ma *IDG Hong Kong*
Barry McGhee *IDG Australia*
Blair McQuillan *IT World Canada*
Erik Hofslagare *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Free passes for Boston's Museum of Science available to local, visiting employees

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes for distribution to employees. The free admission is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

Any IDG employee from the Boston area or any employees planning to visit the area wishing to obtain passes may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. The passes are good for admission through September 2004.

Kit Gould

continued from page 1

sess the existing product portfolio and reacquainting myself with our people, our readers and our advertisers. During this period we will develop a mid- to long-term plan aimed at positioning ourselves at the forefront in the U.K. technology publishing scene."

In 1996, Gould took the recently acquired start-up title *PC Advisor* and soon brought it to the No. 1 position in the U.K. market, recouping the launch investment, quadrupling turnover and more than doubling circulation. He earned IDG's Entrepreneur of the Year award in 1998 and the next year took on management of the PC World Global Product Support Center. Prior to IDG, Gould published numerous B-to-B and business-to-consumer titles with VNU Business Press London and also worked on leveraging the relationship between IT magazines and exhibitions.

Gould will keep some non-executive responsibilities with IDG Ventures and will retain his board positions with relevant portfolio companies. He will soon move to the publishing offices and said he would like to bring the two publishing offices together in one building as soon as it makes economic sense. He may be reached at kit@idgve.com. WU

One-on-One

continued from page 3

Health·IT World franchise, expanding the content and attendee/vendor base at the Boston event, growing custom/contract publishing and developing paid subscriptions to our digital publications.

***Q* Do you have any thoughts or advice for a business unit manager who might be considering launching a bio-IT publication?**

A Make sure that you are targeting a geographic market with relatively large and dynamic biotech and pharmaceutical industries. You can test the market with a supplement to an existing publication, a quarterly or bi-monthly publication or a newsletter. I would also strongly tie a biotech or bio-IT publication to a co-branded event. IDG Japan has done this, and there are opportunities in other major areas of Asia and Europe. The content of our U.S.-based publications is quite international in scope and the issues of life science and technology convergence that we cover are relevant to all geographic markets. So, our content can be used along with local coverage to provide high-quality editorial for other life science start-ups. WU

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Rich Green** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

Manager Bill Brundle was having second thoughts about letting the staff set company policy on whether to use PCs or Macs.
Oli Kristjian Armannsson *PC World Iceland*

"Coffee too strong again?"
Lee Allen *IDC*

"Maybe we should hold off on telling them about the pay cut?"
Jim Falanga *IDG Credit*

"This year's motivational speaker at our staff retreat was a former wrestler."
John Gomez *IDG Entertainment*

"This here is the quality testing department for Microsoft patches."
Lisa Lauze *IDG Corporate Support Group*

"This is nothing. You should have seen these people before they took the anger management class."
Simon Salamon *IDC*

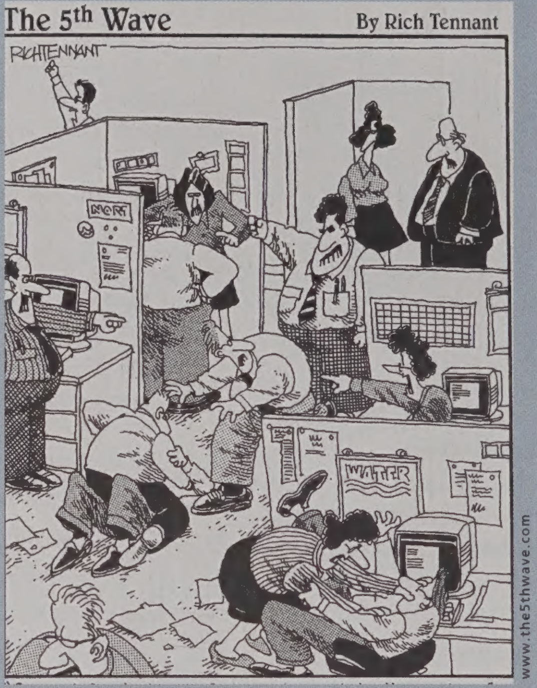
Define IT

Did you have a *cookie* for lunch or merely *snake oil*? How did you spend your afternoon – *dithering, feathering* or *bump mapping*? Is your *FQDN* on the *UPnP*? Don't know what we're talking about? Make something up!

The world of information technology is jam-packed with strange terms and confusing acronyms. *World Update* invites you to add to the chaos by creating your very own definitions for some of these words and letters. A $50 American Express gift check awaits the creative author of the funniest fake definition for:

sniffer

Send your entries to world_update@idg.com by **Nov. 4.**


The 5th Wave By Rich Tennant

"Everyone back to your desks right now...Mr. McGovern is on his way up for his annual Christmas visit."
Rich Green *IDG List Services*

Rich Tennant's original caption

"Sure, at first it sounded great. An intuitive network adapter that helps people write memos by finishing their thoughts for them."

Duphily wins trivia contest

Barbara Duphily, accounts payable supervisor in the IDG Corporate Support Group in Framingham, Mass., is the lucky winner of a canvas IDG tote bag. Barbara's entry, which correctly identified the answers to the trivia contest questions that appeared in the Sept. 15 issue of *IDG World Update*, was selected in a random drawing of all correct entries. Congratulations, Barbara!

Post your own classified ads

The Marketplace section of IDG World Update Online (www.idgworldupdate.com) has for sale, for rent, services and vacation rental areas on which employees can post their own classified ads. Here's the most recent entry:

1994 Pontiac Grand Am SE
71K miles. Perfect car for first time driver. Runs well and looks good. 4 cyl. Has power-assisted steering, cruise control, AM/FM cassette, power windows, A/C, power door locks. Needs some work. $1,999 or best offer. Contact **Hara Stein** at IDG Internaional Publishing Services in Boston at hara_stein@idg.com.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Mike Shirer *IDC*
Karen Weston *IDC*
Anne Woods *IDG Ventures Europe*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

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WWW.IDGWORLDUPDATE.COM

Global security survey demonstrates worldwide power of *CIO* brand

CIO and *CSO* magazines in the U.S. this month published the results of a groundbreaking international security survey notable both for its scope — more than 7,500 responses from 54 countries — as well as its cooperative roots — 14 *CIO* publications around the world worked together to deliver what is the industry's largest and most comprehensive security study to date.

IDG WORLD UPDATE

Attending the global research panel discussion at this month's CIO product line meeting in New York City were (l-r): ***Linda Kennedy****, VP, IDG Australia;* ***Andy White****, president, IT World Canada; CIO and CSO Research Editor* ***Lorraine Cosgrove****, who moderated the panel; and* ***Canio Martino****, publisher, CIO Germany.*

"This is a phenomenal survey and one that serves as a gauge for IT security around the world," said **Lorraine Cosgrove**, research editor for *CIO* and *CSO* magazines in Framingham, Mass. "We're excited about both the results of the study as well as the capabilities we have now demonstrated to leverage our global reach."

The study, The State of Information Security 2003, was conducted in partnership with PricewaterhouseCoopers, which had conducted a similar study with another media partner for eight years. This year, PricewaterhouseCoopers asked *CIO* and *CSO* to collaborate with them on the study.

Working in conjunction with her counterparts at PricewaterhouseCoopers, Cosgrove designed the survey's 40-plus questions. PricewaterhouseCoopers handled the design of the survey as well as its translation into six other languages: French, German, Korean, Spanish, Portuguese and Italian. Each participating *CIO* publication provided Cosgrove with its subscriber contact information and the

continued on page 5

Bisser Boev takes reins at IDG Bulgaria; Hinova heads to IDC

Bisser Boev

Bisser Boev has been named the new managing director of IDG Bulgaria and begins his responsibilities Nov. 1. He takes over from **Tatiana Hinova**, who is moving to Prague to be IDC's sales manager for Central and Eastern Europe (see page 6).

For the past two years Boev served as sales director of All Ltd., publisher of *Capital*, a business weekly; *Dnevnik*, a business daily; and *Bacchus*, a wine magazine. He has a master's degree in international economic relations from the University of National and World Economy in Sofia, Bulgaria. Boev joined All in 1993 as a financial reporter and editor for *Capital* and later for the Bulgarian financial news service, a joint venture between *Capital* and Reuters Bulgaria. He spent four years as advertising director for *Capital* and one year as advertising director for All before being named sales director.

"We are delighted to have attracted such an experienced publishing executive to lead IDG Bulgaria," said IDG International Publishing Services President & CEO **David Hill**. "Bisser has broad experience in the Bulgarian business publishing market and is the perfect person to build on the success of Tatiana Hinova."

IDG Bulgaria has been part of the IDG family since 1990. Its 20-member staff produces *Computerworld*, *Network World* and *PC World* titles as well as vertical market publications such as *IT in Banking*, vertical market forums, online resources and custom publishing projects.

Boev may be reached at bisser_boev@idg.bg.

Norwegian *PCW* supplement trades news for analysis

Ekstra, Ekstra, read all about it!

With *PC World Norge*'s *PC World Ekspress* morphing into a bi-weekly, feature-oriented magazine, *PC World Norge*'s Web site has had to take up some of the breaking-news slack.

"For several months we have been steadily increasing our news coverage on the Web," said **Toralv Ostvang**, *PC World Norge* news editor. "In the past, lots of news stories were held back, so they could be included in the next issue of *PC World Ekspress*. Now we are publishing them on the Web immediately. The result has been a tremendous increase in Web traffic."

"With *PC World Ekstra* coming up as a biweekly publication, we will have a perfect match — quick news on the Web; background features, impact analysis and first-look reviews in *PC World Ekstra*; and our renowned in-depth reviews in *PC World Norge*."

Ostvang said each journalist and editor in the *PC World Norge* staff is now required to write one to three stories for the Web every day.

In a nod to the increasing difficulty of covering breaking news in a printed format in today's Web-focused world, IDG Norway will next month replace its weekly, news-focused *PC World Ekspress* supplement with a bi-weekly, analysis-focused *PC World Ekstra*. The 12-year-old supplement was originally launched to provide *PC World Norge* (14 issues yearly, circulation 30,000) readers with a weekly news update between editions.

The major difference between the *Ekspress* and *Ekstra* supplements is that while *Ekspress* told the readers what happened, "*Ekstra* will tell the readers why it happened and what impact it will have on them," said **Toralv Ostvang**, *PC World Norge* news editor.

PC WORLD NORGE ekstra
Skriver-guide til jul
Service Pack for XP
Projektorfeste til lavpris
Tema: DE NYE DIGITALE KAMERAENE
Hvor langt har de profesjonelle digitale kameraene igjen før den tradisjonelle teknologien er parkert helt på sidelinjen?
Norges største fotobutikk - www.xd.no
Itkurs for august, september, oktober er ute nå!

Launched in 1991, *PC World Ekspress* was a newspaper in a magazine format sent to *PCW Norge* subscribers and its content was mainly breaking news stories. "The concept worked well for a number of years," Ostvang said. "Today, however, paper-based publications can no longer compete with the Internet on fast-breaking news stories. Many news events covered in *PC World Ekspress* have already appeared on some Web sites several days before our readers get the printed version. Therefore, we decided to replace the outdated paper-based news publication with a news follow-up publication that provides analysis and context for the news."

Nearly half of *Ekstra*'s editorial will center around a feature story, some of which will include the digital home, video and Web conferences, multifunction printers, firewall solutions, digital video, outsourcing and projectors. Every third issue will have a theme yet to be determined so that editors can pick up new trends as they develop during the year. Advertisers are applauding this plan, Ostvang said, "and we anticipate this will generate a nice mix of advance bookings and new sales in segments of the IT industry responding to emerging trends and recent product launches."

Ekstra will also run commentaries, buyer's guides and product listings, in addition to reviews of new products and a brief news summary, "making *PC World Ekstra* a useful tool for companies and individuals in making purchasing decisions," Ostvang added.

PC World Ekstra will be sent only to *PCW Norge*'s 20,000 paying subscribers, just as *PC World Ekspress* was. "We consider it a free editorial supplement, financed by ads," Ostvang said. "With its limited number of pages [16 to 32], it will not compete well with the major IT and PC magazines on the newsstands."

He said IDG Norge's reluctance to sell *Ekstra* on the newsstands is based on their experience with other small publications with a limited number of pages. "Such publications don't compete well at the newsstands against those thick and flashy computer books with fancy cover CDs. Still, they may enjoy a tremendous success on their own turf with a controlled or paid subscription. Instead of taking the risk of expensive and unforeseeable return costs on unsold copies, we choose to maintain full control of distribution expenses, sending *Ekstra* to our paying subscribers only. Our policy with *Ekspress* and now *Ekstra* is to make it as attractive as possible to become a *PC World Norge* subscriber."

For more information contact Toralv Ostvang at toralv@pcworld.no.

news service know-how

Fast feedback for editors

How do editors at IDG publications around the world use IDG News Service material? What do they find useful, what stories do they select from the wire to run in print or online? In an effort that it hopes will elicit this kind of feedback from its customers at IDG magazines, newspapers and Web sites, the IDG News Service recently added an easy-to-use survey form at the top of every story on the wire. By simply clicking on a button editors can tell the News Service whether they will use a story in print, online, or if the story isn't appropriate or useful for their publication. An optional comment field offers space for any other feedback or follow-up questions, and generates an e-mail directly to News Service editors.

When the new feature launched in late September, response was great initially but has dropped off, according to News Service Editor-in-chief **Elizabeth Heichler**. "We want to encourage editors around IDG to use this mechanism to give us feedback on whether or not we're meeting their needs — the more we hear from them, the better job we can do at fine-tuning coverage decisions," she said.

If you don't have a News Service password, you can obtain one by sending an e-mail to idgns_password@idg.com. For more information, contact Elizabeth Heichler at elizabeth_heichler@idg.com or +617-239-7816.

the interview

one on one

Bob Pinchin

The managing director of IDG New Zealand is this week's columnist. Reach him at bob_pinchin@idg.co.nz.

> *"We sell [FFWD] on the newsstand but have gained a major competitive advantage by bundling it with subscriber copies of PC World and Unlimited, thus guaranteeing a quality audience of early adopters to advertisers."*

Q How is IDG New Zealand different today from what it was like three years ago?

A Most obviously, we are a much smaller company than we were three years ago. Back in 2000, we were investing heavily on the basis that the market was growing. As we know, the reality has been somewhat different. Our strategy over the last few years has been to bring our expenses back into line with the market in which we currently operate and not base them on a bounce happening in advertising revenues. We are striving to become less dependent on advertising dollars and in particular reducing our dependency on the large IT advertisers. In a country the size of New Zealand (population four million), many of the large corporations have dramatically reduced ad spending as they focus on larger markets.

We have also eradicated any product lines that had no real potential to show a sustainable return. In doing this, we have had to make some very hard decisions and have lost some good people along the way. However, it is testimony to the brilliant team we have that throughout this we have produced first-class products and are now really well positioned to once more start growing. As we look at new opportunities, we ensure that risk is minimized by getting advertising/sponsorship support locked in up front.

Q *Unlimited* is a publication that is fairly different from any other IDG title. Why does it succeed so well in your market?

A *Unlimited* is a unique publication both within IDG and in the New Zealand market. It will celebrate its fifth birthday in December and has just recorded its best ever financial year. Since its launch, *Unlimited* has taken a different stance from any other local business title, the tagline for the publication is "Inspiring Business" and this clearly defines its mission. Too many business titles are dowdy and boring, they target the old pin-striped brigade. *Unlimited* is vibrant, informative and celebrates success through innovation.

Q What sort of brand extension initiatives have you undertaken with *Unlimited*?

A We have a number of initiatives that have helped extend the *Unlimited* brand. These include several special issues that are also tied into related events. This year we have run "The 20 Best Places to Work in New Zealand;" "The Fast 50," which looks at the fastest growing (by revenue) companies in the country; "The Unlimited Ones to Watch," which uncovers and profiles budding entrepreneurs; and our quarterly *BioTech* supplement. Each of the events is sponsored, with major support coming from such companies as BMW and Deloitte.

We have also begun organizing events under the "The Unlimited Network" banner. We invite readers to attend these informal gatherings at which high-profile business leaders share their experiences of how they got where they are today and the business lessons they have learned along the way. These tend to be held on an ad hoc basis when suitable speakers are available. They run for around two hours, are very informal and always include a Q&A. So far, we have only run a few. The last one was a huge success with well over 100 people attending.

Q Consumer electronics publications seem to be gathering steam around IDG these days. How is your entry in this market, *FFWD*, doing?

A *FFWD* has made a really solid debut in the market and bettered its financial plan for FY03. The publication was launched to take advantage of the convergence of technology and entertainment in the home. It has allowed us to tap into a new pool of advertisers in the home entertainment space that includes the home theater, DVD, games and stereo markets. We sell the publication on the newsstand but have gained a major competitive advantage by bundling it with subscriber copies of *PC World* and *Unlimited*, thus guaranteeing a quality audience of early adopters to advertisers.

Q Do you charge users for any portion of your online content?

A We are currently reviewing our online strategy and moving away from one portal site to ensure each of our major print brands is more prominent online. This will naturally allow us better opportunities to sell the overall audience to advertisers and indeed to drive more subscriptions to our print titles. So far, the uptake of online advertising in New Zealand has been really slow despite Kiwis being the second highest — next to the U.S. — per capita Internet users in the world. I believe directly charging for content is some way off, and at the moment we are dipping our toe in the water with some content syndication deals.

Q Do you do much with custom publishing?

A We are just starting to explore custom publishing. We undertook a major project for Vodafone earlier this year and this is starting to open up a few doors. I believe it is an area of huge potential for us.

continued on page 7

Network World sales team gets fired up for "More in '04!"

Network World kicked off the new fiscal year with a high-energy sales meeting and awards presentation at its headquarters in Southborough, Mass., on Sept. 30 and Oct. 1. The meeting was planned and orchestrated by Associate Publisher **Carol Lasker**, VP Online Development **Alonna Doucette** and VP Events **Robin Azar**.

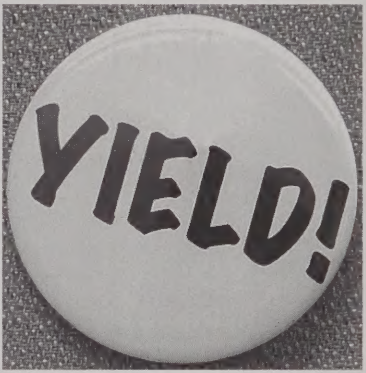
*Opening the meeting with their own unique rendition of "We Will Rock You" were (l-r): **Jayson Cooper**, **Alonna Doucette**, **TerryAnn Croci**, **Evilee Thibeault** and **Carol** Lasker.*

Setting the tone for the two-day event — which was full of positive energy and good humor — were representatives of the sales and marketing management team who opened the meeting with a rousing rendition of Queen's "We Will Rock You," (which was the meeting theme), complete with hard-rocker wigs, jewelry and the requisite dark sunglasses. CEO **Evilee Thibeault**, sporting boxing gloves, then took center ring and performed a one-woman point-counterpoint match against *Network World*'s key competitors. The match ended when she "knocked" them out with *Network World*'s "irrefutable position, facts and figures" and issued the battle cry for "yield."

The sales team heard updates from the print, custom publishing, and marketing departments. Network World VP & Editorial Director **John Gallant** provided a thorough overview of the state of the network IT market and the best opportunities for 2004. The first day ended with some highly creative skits on negotiating skills performed by the sales force. The skits were based on specific chapters from the book, *Secrets of Power Negotiating for Salespeople,* by Roger Dawson.

That evening, the sales force joined other members of the *Network World* team for pool and greasy snacks at a popular local restaurant. While enjoying great barbecue and playing some really bad pool, members of the sales team were honored for their sales accomplishments in 2004 (see sidebar).

The second day began with lively updates from the events, online and custom teams. The online group also provided some entertainment with a very competitive game of "Fusion Family Feud" that tested the sales forces knowledge of www.nwfusion.com facts and figures.



The yield — or price per page — sub-theme was seen everywhere at the meeting — on the sales posters, in all the presentations and on buttons given to each sales person.

The meeting reconvened after lunch with a teambuilding game of survival. Team members had to work together to determine the best strategy for survival after crashing their yacht on a reef off the Australian coast. The winning team was lead by Southeast Regional Sales Manager **Don Seay** and his bevy of five Scandinavian "sisters" (a.k.a. **Kate Zinn**, **Enku Gubaie**, **Stephanie Gutierrez**, **Nancy Sarlan Parquette** and Evilee Thibeault) who mysteriously acquired accents and babushkas on their journey.

"The creativity of the solutions was very impressive and everyone learned 'We get by with a little help from our friends,' " said Thibeault, adding, "The entire event left the sales force energized to go out and rock the world in 2004. "

*The sales team closed out the meeting with dinner at a local restaurant. Above (l-r): **Tom Davis**, **Kristin Cianci**, **Maureen Riley**, **Donna Pomponi**, **Jacqui DiBianca**, **Jayson Cooper**, **Elisa Della Rocco** and **Eric Danetz**.*

Network World Sales Awards honor annual achievement

- Sales Person of the Year: **Donna Pomponi,** Northeast regional sales manager
- Brand Master: **Karen Wilde**, Northern California/Northwest regional sales manager
- Market Share Champion: **Don Seay,** Southeast regional sales manager
- Events MVP: **Kristin Cianci**, senior event sales manager
- Collaborator of the Year: **Becky Randell**, Southwest regional sales manager
- Fusion Sales Award: **Jamie Kalbach,** director of online services
- Customer Access Group Sales Award: **Kate Zinn,** sales manager, Eastern region
- Yield Master: **Miles Dennison**, Northern California/Northwest regional sales manager
- Marketplace Advertising Sales Person of the Year: **Amie Gaston**, account manager, Marketplace
- Marketplace Market Share Ace: **Enku Gubaie**, senior account manager

October 27, 2003

Business and Modeling Manager (GMG)

IDG Entertainment, publisher of GamePro magazine—the third largest male teen magazine in America—Code Vault magazine, and GamePro.com is looking for a Business and Modeling Manager for its consumer marketing, online and business development departments to support all IDG Entertainment products. This position requires candidates with circulation modeling expertise to ensure accurate print order and rate base management for all IDG Entertainment magazine titles. Primary responsibilities for this position include managing annual budget planning process; maintaining, reporting and forecasting expenses and revenue; developing and maintaining accurate circulation models for print order, rate base management and earned/deferred revenue; identifying, reporting and reacting to changes related to business management and modeling challenges; supervising and training the daily activities of a shared Circulation Coordinator. Candidate should be a self-starter, work closely with internal staff and be a team player. A minimum of five years' experience working in the business management or consumer marketing areas of the publishing industry is required. Qualified candidates should have specific experience in MS Excel-based modeling, developing audience and budgets for a major media company. Please indicate Business and Modeling Manager in the subject line when applying to this position. ***Location: Oakland CA***

Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

General Services Assistant (IDC)

The General Services Group is seeking an Assistant to become part of a collaborative, customer-focused team in IDC's Framingham, MA office. This individual will report to the Mail Room Supervisor and provide day-to-day support via work requests and mailroom needs of IDC employees in Framingham, as well as other IDC U.S. offices. Key responsibilities for this position include, but are not limited to: receiving, processing, shipping, and delivering mail and packages throughout four buildings; supporting IDC employees with work order requests and General Services Help Desk calls; providing day-to-day support of conference rooms, including set-up and maintenance of audio visual equipment; executing office moves for individual employees and entire groups; moving PCs, reassembling offices, and installing keyboard trays; hanging white boards and pictures, and moving boxes and chairs to new office locations; making daily trips to the post office to deliver outgoing mail and packages; stocking and maintaining supplies in the kitchens, mailroom, and copy paper locations. As well, this individual will assist in the Copy Center, as needed. *Please see idc.com for a full description*

Location: Framingham – MA

Contact: C. Burton, Fax: 508-935-4432, Email: cburton@idc.com

Senior Research Analyst, Servers, Hardware Group (IDC)

IDC's Server Research Group is recognized as the industry standard for understanding the server market and forecasting trends. IDC is looking for a senior analyst to help maintain the company's leadership position in understanding the emerging market for Utility Computing and modular server solutions. The senior analyst will play a key role in defining and forecasting this market and in interacting with strategic planning and business unit executives driving On-Demand computing in the IT industry. Responsibilities include a key role in consulting engagements with leading IT providers, defining the market and identifying revenue growth opportunities for IDC' s Worldwide client base. Candidates must have strong business development, communication and analytical skills and be able to manage relationships with marketing and sales execs in vendor organizations. The individual will also be deemed responsible to increase IDC's server research product exposure and coverage around the world and actively participate in delivering, promoting, marketing, and selling the overall suite of IDC server solutions products. This position will be based in Framingham, MA or Mountain View, CA. *Please see idc.com for a full description.*

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

(cont.)

Associate Editor, Reviews (MAC)

Macworld magazine seeks an Associate Editor for the Reviews department with excellent editing and communication skills. The Associate Editor, Reviews, will assign and edit reviews, as well as request products through vendor contacts. In collaboration with the copy edit and design departments, s/he will see reviews through the editorial process. (No page-layout work will be required, but a familiarity with QuarkXPress will be helpful.) Other duties include becoming an expert in one or two Mac product areas and occasionally meeting with vendors in that product area. The ideal applicant has a passion for the Mac platform; has 2-5 years experience in the print publishing field (magazines or newspapers); has earned a Bachelor's degree in English or other related subject; and has a natural talent for keeping track of details. **Please send cover letter and résumé via e-mail (PDF preferred; Microsoft Word or ASCII files are OK too) to:**
Jennifer Berger, Senior Editor, Reviews Macworld Magazine, at jberger@macworld.com.
Although you may phone, we are unable to respond to all individual phone calls.
Location: San Francisco – CA
Contact: J. Berger, Phone: 415-243-3541, Email: jberger@macworld.com

Event Marketing Manager (WEC)

IDG World Expo has an exciting and rewarding opportunity for a motivated marketing professional to join the team. The event marketing manager will be responsible for developing, managing and implementing a marketing strategy that will result in increased attendance for two IT conference and tradeshow events. In this position you will work closely with external and internal resources to create the most appropriate marketing tools and collateral for sales functions and event attendees. You will manage attendee and exhibitor promotion through print, broadcast, outdoor and on-line marketing efforts, and coordinate public relations campaigns, media cross-marketing initiatives and trade group relationships. Ideal candidates will possess 3 - 5 years of experience in marketing communications or technology event marketing and demonstrated ability to work in a team environment, make timely and effective decisions, and achieve measurable results. Budgetary responsibility, vendor management experience, effective communication skills and the ability to write and edit effectively is essential. Minimal travel required. ***Location: Framingham – MA***
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?

All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, CFO & treasurer; Jayne Enos, vice president, corporate taxes; and Julie Lynch, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center (Chairman's Office, CEO's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Travel
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by Nov. 14, 2003.
Please use form on reverse side.

IDG Corporate Boviard
STAR AWARD
Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ____

Title:____

Department: ____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: __________________________________ Date: _________

Title: ____

ALL nominations must be submitted by Nov. 14, 2003. Send nominations to Lucy Sheehan, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

Selected findings from *CIO*'s global security survey

Among some of the findings from *CIO*'s global security survey:

- 10% of those surveyed said their organization had no formal security policy.
- 62% intend to increase security spending in the next year compared with only 50% in 2002.
- 24% of the executives surveyed said they were confident and 60% said they were somewhat confident that their organization's information security activities were effective.
- One-quarter of respondents suffered one to two security incidents, and 22% reported three to nine negative security incidents this past year; 17% of respondents said their company experienced more than 10 security incidents in the past 12 months. Less than one-third of respondents report security incidents to authorities.

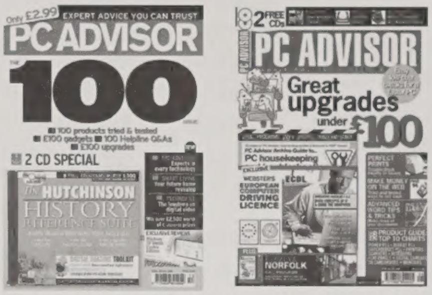
Keys to a successful survey

Lorraine Cosgrove, research editor for *CIO* and *CSO* magazines, attributed the success of the recent global security survey to several factors including:

- Cooperation and enthusiasm from the global lineup of *CIO* publications.
- Centralizing the research process.
- The strength of the *CIO* brand.
- Loyal and enthusiastic readers.
- Editorial research produces valuable and actionable information for readers. In other words, readers are inclined to participate in *CIO*-branded surveys because there is something "in it" for them.

PC Advisor marks 100th issue with redesign, new section

PC Advisor U.K celebrated its 100th issue with a redesign, new and revamped editorial sections, an overhaul to its highly successful Web site and a big party for staff, clients and business associates.



PC Advisor's new look (left) features a less cluttered cover.

Now in its eighth year, *PC Advisor* delivered its 100th issue to newsstands on Oct. 16. To commemorate the occasion *PC Advisor* was given a fresh new look, including a less cluttered cover, a bolder logo and increased editorial content. Most notable is the introduction of a new column called The Advisors written by freelancers who are experts in the fields of digital photography, office applications, video and audio, Web design and networking.

Reviews, features, workshops and the popular Helpline section have also been given a boost thanks to 32 more editorial pages, while extra funding is also being devoted to better quality cover mount CDs. In addition, the cover price has been slashed to £2.99 (US$5.06) from its previous £3.49 ($5.91) for the CD edition while the DVD edition has been reduced one pound to £4.99 ($8.45).

The revamped Web site incorporates the new logo, editorial changes and improved site navigation. "There is now more prominence on the home page for the highly popular registered users' discussion forums, and visitors who have not yet registered can now view the latest discussion threads, which we hope will push registration," said Web Developer **Oliver Dell**. Improved site search capabilities will be rolled out in stages.

"The changes we have made were devised after in-depth consultation with readers and the desire to reflect a new chapter in our history from the 100th issue onward," said Publisher **David Fernando**.

"Everyone at *PC Advisor* has worked tremendously hard on the 100th issue," said Editor **Andrew Charlesworth**, noting that the redesign came on the heels of launching *Digital World* as a quarterly supplement and increasing the frequency of *Tips & Tricks* from quarterly to bimonthly.

Contact Fernando at david_fernando@idg.com. WU

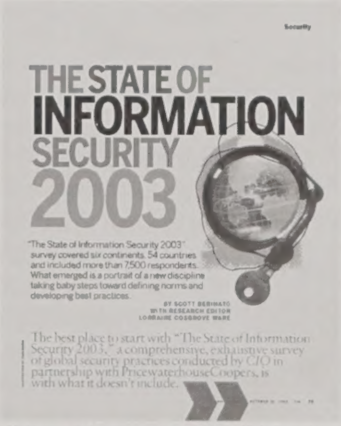
Security survey

continued from page 1

combined total of approximately 150,000 *CIO* readers worldwide received an e-mail from Cosgrove inviting them to participate.

The survey was conducted online beginning in late April and remained available through the first week in July. The results were collected and tabulated by a third-party hired by PricewaterhouseCoopers and distributed to each participating *CIO* office for their own use.

Among those participating in the survey was IDG Brazil, which, while it does not currently have a *CIO* title, remains a key market for PricewaterhouseCoopers. According to IDG Brazil Country Manager **Dario Dal Piaz**, the company will hold a one-day seminar — Policies and Practices on Security — on Oct. 30. PricewaterhouseCoopers will participate in the event, presenting a summary of the survey's key findings.



Security

THE STATE OF INFORMATION SECURITY 2003

"The State of Information Security 2003" survey covered six continents, 54 countries and included more than 7,500 respondents. What emerged is a portrait of a new discipline taking baby steps toward defining norms and developing best practices.

BY SCOTT BERINATO
WITH RESEARCH EDITOR
LORRAINE COSGROVE WARE

The best place to start with "The State of Information Security 2003," a comprehensive, exhaustive survey of global security practices conducted by *CIO* in partnership with PricewaterhouseCoopers, is with what it doesn't include.

This special report appeared in CIO's Oct. 15 issue. It is based on a worldwide survey in which 14 CIO publications cooperated.

Heinrich Seeger, chief editor of *CIO* magazine in Germany, said his publication will run a report based on the survey in the Nov. 3 issue. "We appreciate the work that Lorraine and her group did on this project," said Seeger. "It gives an interesting perspective on worldwide security strategies and the behavior of CIOs."

Cosgrove attended this month's *CIO* product line meeting in New York where she moderated a global research discussion panel. At the session, she summarized the study, the reasons for its success and discussed ideas for global projects during FY04. As a result of the discussion, Cosgrove said representatives of many of the *CIO* publications in attendance indicated an interest in participating in two global studies planned for the coming year.

The survey results appear in the Oct. 15 issue of *CIO* and the October issue of *CSO* magazine in the U.S. For more information, contact Lorraine Cosgrove at lcosgrove@cxo.com. WU

noteworthy people

ALFREDO CURIEL

Castillo

ALFREDO CURIEL

Kimura

ALFREDO CURIEL

Fernandez

ALFREDO CURIEL

Muñoz

IDG WORLD UPDATE

Kenney

Hinova

Promotions

Travis Darrow, recently IDC Hong Kong's Asia Pacific regional account manager in Telecom/Networking and Financial Services, returns to IDC West in Mountain View, Calif., as manager, Asia Pacific business development, where he will be a resource for IDC U.S. sales and clients on Asia Pacific business opportunities. He began his IDC career in 1999 as an account executive in the Mountain View office. "Travis has done a masterful job with the Telecom client base in Hong Kong, and his knowledge of the Asia Pacific region and client base and product set will ensure our continued success in working with the U.S. sales team," said **Steve Fontaine**, VP, Asia Pacific sales at IDC Australia. A graduate of University of California/Berkeley, where he earned a B.A. in international politics and economics, Travis enjoys mentoring within his alumni association, snowboarding and basketball (his team in Hong Kong recently won its league championship).

New employees

Having recently received his M.S. in telecommunications from the University of Pittsburgh, **Eric Castillo** joins IDC Mexico as senior telecom analyst. He also holds a B.S. in computer engineering from Universidad Nacional Autónoma de México. He enjoys playing squash and studying business, technology, philosophy and human behavior.

IDC Mexico has hired **Akemi Kimura** as office manager. She was previously a human resources specialist with GE Capital. She graduated from Universidad Nacional Autónoma de México with a B.S. in psychology and spends her home hours caring for her 10-month-old baby.

Lídice Fernández is IDC Mexico's new Server and Storage Research senior analyst, coming from Grupo Tecno where she was a sales executive. She holds a degree in electronics and communications engineering from ITESM-CEM and likes to read in her spare time.

IDC Mexico has hired **Alejandro de Jesús Muñoz** as a Peripherals junior analyst. A recent graduate, he holds a degree in industrial engineering from Instituto Tecnológico y de Estudio Superiores de Monterrey Campus Ciudad de México. He enjoys all sports, especially soccer, tennis and basketball, as well as movies and reading.

Most recently a programmer/analyst at Stream International, Domino Developer **Patrick Kenney** has joined the IS team at IDG International Publishing Services in Boston. He has a B.A. in economics from the University of Massachusetts at Amherst. The father of two boys, ages 6 and 9, Patrick enjoys spending time with his family and coaching youth soccer.

IDC Framingham has hired **Melissa Webster** as research director in the Application Development and Deployment group. She was previously VP, strategic partnerships and technology with RetailExchange.com. She holds a B.A. and M.A. in art history from Wellesley College in Wellesley, Mass., and enjoys horseback riding, gardening and travel.

Kelly Krug joins IDC Framingham's Finance group as a junior staff accountant, coming from her previous role as an administrative assistant at the Dellwood Country Club. She holds a B.S. in accounting from LeMoyne College in Syracuse, N.Y., and works as a youth mentor, plays guitar and enjoys home improvement projects.

Transfers

Tatiana Hinova, who has led IDG Bulgaria as managing director since 1990, has joined IDC Central and Eastern Europe, Middle East and Africa as sales manager for Central and Eastern Europe. She will serve as account manager for selected countries in the region, work on Central and Eastern European sales strategy development and sales team development and management, and collaborate on IDC's Global Selling initiative.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Clarification

In the Oct. 6 Noteworthy section there was a reference to a report that had been done for Getronics in conjunction with IDG Research Services and *CIO* magazine. The report was affiliated with CXO Media's custom publishing division, not with *CIO* itself.

IDG World Update is available via PDF

IDG employees can now choose to receive *IDG World Update* issue in a low-res PDF format via e-mail.

To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

For those readers who prefer HTML text, go to IDG World Update Online at www.idgworldupdate.com. In addition to the weekly issue, there are back issues starting with August 1996, high-res and low-res PDF issues, an IDG events calendar, do-it-yourself classified ads, announcements and a Question of the Week. If you would like to have the "This Week in IDG World Update" headlines and a link to the online site e-mailed to you every Monday, send an e-mail to world_update@idg.com with your name, title, business unit and e-mail address in the text field. To access the World Update Online site, use your IDG Central login and password or sign up for one at World Update Online or IDG Central (http://idgcentral.com).

For more information, contact the editors at world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Helen Marnfeldt *IDG Sweden*

21
Preben Engell *IDG Denmark*
Miguel Hermosell *IDG Spain*

20
Karin Wirth-Wernitz *IDG Germany*

19
Jose Villacorta *IDG Spain*

18
Lene Sekjær *IDG Denmark*

17
Thierry Grelet *IDG France*

14
Angeles de la Marca *IDG Spain*
Bruno Agostini *IDG Italy*

13
Cornelia Krämer *IDG Germany*

12
Stephen Hendrick *IDC*
Yumiko Ohshima *IDG Japan*

11
Joachim Hackmann *IDG Germany*
Søren Adelkvist *IDG Denmark*
James Farley *IDC*
Simona Varisco *IDG Italy*
Maria Lindström *IDG Sweden*

10
Agnieszka Potocka *IDG Poland*

9
Sabine Mayer *IDG Germany*
Edward Porter *IDG New Zealand*
Fredrik Bernsel *IDG Sweden*

8
Thomas Gunni Pedersen *IDG Denmark*
Hans Jørgen Christiansen *IDG*
Mary Scanlon *Computerworld*
Ricardo Luiz Sampaio *IDC Brazil*
Lynda Hewlett *IDC U.K.*

7
Karsten Maxem *IDG Germany*
Wolfgang Schlichting *IDC*
Ivair Antônio Rodrigues *IDC Brazil*
Dane Anderson *IDC Singapore*

6
Juan Perez *IDG News Service*
Junko Yairi *IDC Japan*
Arnaud Beuvin *IDG France*
Brian McDonough *IDC*
Andrew Glassock *IDG Australia*

5
Marzena Fiok *IDG Germany*
Christian Töpfer *IDG Germany*
Antje Bütow *IDG Germany*
Anders Ovesen *IDG Denmark*
Louise Kurland *IDG Denmark*
Michael Kofoed *IDG Denmark*
Amy Kelley *IDC*
Michael Cole *IDC*
Moira Keating *IDC*
Fredrik Henckel *IDG Sweden*

4
Manfred Aumaier *IDG Germany*
Albert Lauchner *IDG Germany*
Philipp Johnssen *IDG Germany*
Renske Ellens *IDC Benelux*
Tania Andersen *IDG Denmark*
Margaret Ledingham *IDG U.K.*
Geoffrey O'Connor *PC Advisor*
Matthew Samuel *PC Advisor*
Janice Higgins *IDC*
Lisa Fels Echavarria *IDC*
Martyn Williams *IDG News Service*
Chris Ingle *IDC U.K.*
Christopher Conrath *IT World Canada*
Maggie Tan *IDC Malaysia*
Kazutaka Koushu *IDG Japan*
Marcus Wrangö *IDG Sweden*
Maya Uusitalo *IDG Sweden*

3
Hans-Christian Dirscherl *IDG Germany*
Peta Smith *IDG Australia*
Bianca Tan *IDC Benelux*
Allan Abildskov *IDG Denmark*
Johan Christensen *IDG Denmark*
Kyoko Shoji *IDC Japan*
Cécile Derrien *IDG France*
Sara Peterson *IDG*
Pauline Saponaro *IDC*
Teresa Machado *IDC*
Linda Goldrick *IDC*
Merlyn Gibson *IDG New Zealand*
Danilo Loda *IDG Italy*
Stephanie Wong *IDC Malaysia*

2
Alan Bergstein *Bio•IT World*
Zwetelina Schwalbe *IDG Germany*
Thomas Jank *IDG Germany*
Rüdiger Guzikowski *IDG Germany*
Erik Bruin *IDC Benelux*
Steve Brown *IDC U.K.*
Anton Müller *IDG Switzerland*
Marco Martinelli *IDG Italy*
I.H. Baik *IDC Korea*

1
Susan Williamson *IDG Australia*
René van Soest *IDC Benelux*
Carol Denison Spatarela *IDC Financial Insights*
Dennis Behrman *IDC Financial Insights*
Damon Kovelsky *IDC Financial Insights*
Deborah Williams *IDC Financial Insights*
Eugene Henderson Jr. *IDC Financial Insights*
Gordon Sims *IDC Financial Insights*
James Beams *IDC Financial Insights*
Jeanne Capachin *IDC Financial Insights*
Jin-Chul Kim *IDC Financial Insights*
Karen Holt *IDC Financial Insights*
Linda Breisch *IDC Financial Insights*
Patricia Henderson *IDC Financial Insights*
Peter Keppler *IDC Financial Insights*
Richard Bell *IDC Financial Insights*
Thomas Richards *IDC Financial Insights*
William Bradway III *IDC Financial Insights*
Annmarie McCullough *IDC Canada*
Jamie Sharp *IDC Canada*
Thomas Mueller *IDC U.K.*
Matthew Webb *IDC U.K.*
Adrian Cotiga *IDC Australia*
YiQun Wu *IDC China*
Vivian Jing *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

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We are currently working through a few projects, one of which could be a massive deal with the New Zealand government to produce a quarterly IT-related title that will be distributed to about 100,000 students. The aim of the publication is to get teenagers (particularly those from lower socio-economic areas) excited about technology and the impact it could and should have on their careers.

Q What's the best idea you've implemented during the past year?

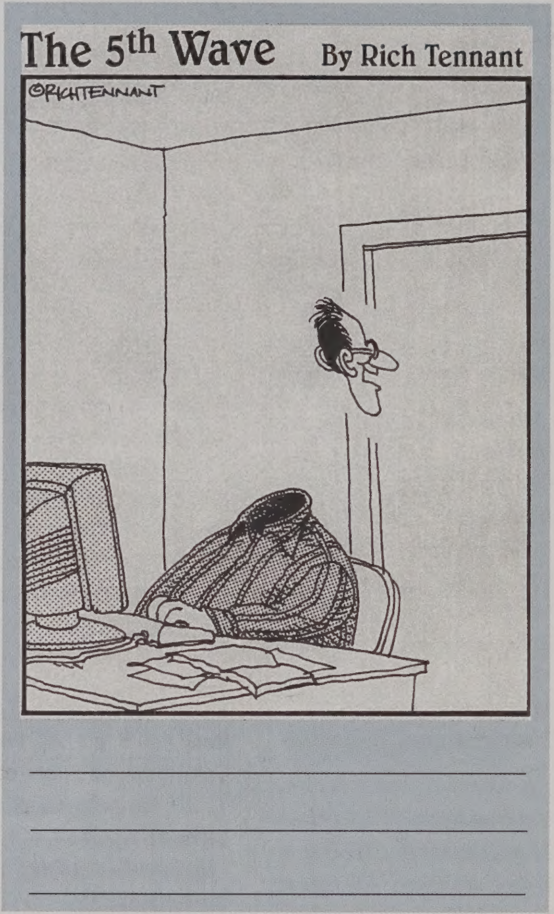
A Probably no single idea stands out, we have had to address many things, and we are continuously working through these. My goal is to continue surrounding myself with people who are smarter than myself and let them get on with things. I want to be a facilitator and adviser to the awesome team we have. They've all worked very hard through a tough few years, and I look forward to better times ahead for us all. WU

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, Nov. 18.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* screen sweeps.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.


The 5th Wave By Rich Tennant
©RICHTENNANT

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

TerryAnn Croci	*Network World*
Liubomir Dimitrov	*IDG Bulgaria*
Rosemary Haworth	*PC Advisor*

Three from *PC World* celebrate 20 years

(From left): ***Michelle Reyes*, *Karl Koessel*** *and* ***Barbara Adamson***.

IDG WORLD UPDATE

In 1983 the No. 1 selling album was Michael Jackson's *Thriller*, Lech Walesa won the Nobel Peace Prize, and **Barbara Adamson**, **Karl Koessel** and **Michelle Reyes** all joined *PC World*. Last week the San Francisco-based monthly threw an all-staff party in honor of their 20 years of service. Surrounded by movie posters from 1983 (and food from 2003), each was toasted by his or her manager and received a plaque commemorating the event from PCW President & CEO **Jeff Edman**.

Deputy Art Director Adamson joined as a part-time temporary layout artist. She remembered that at the time the art department mapped out each issue with Post-it® Notes-covered sheets of paper tacked to the wall. "If a gust of wind had come through the magazine would have been in big trouble," she said. "I feel like I've had seven or eight different jobs because so many things have changed. It's always interesting."

An accounts payable clerk 20 years ago, Reyes is now director of accounting. "I think I lasted initially because I could read people's handwriting," she said. "This was long before e-mail. But it's always been innovative and lots of fun to work with good people with good ideas."

Koessel has risen from technical editor to senior technical editor in his 20 years. "It's not so much that I've stayed at this job for 20 years as that I've been able to *have* this job for 20 years," he said. "Technical editing of computing and related digital technologies is a wonderful opportunity to be constantly learning and engaged in fascinating challenges and innovations. I'm glad that *PC World* has been able to survive for 20 years, and I believe that's because of the dedication of all of its staff to its mission. Like there's something better out there anyway!"

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG's U.S. publications capture 18 awards at *Folio: Show*

IDG receives more honors than any other technology publisher

Bio·IT World
INFORMATION TECHNOLOGY FOR THE LIFE SCIENCES
PREMIER ISSUE
Bring IT On!
One year ago,

GINA BAJENARU

Bio•IT World Art Director ***Mark Gabrenya*** *appears to have let the publication's Ozzie award for best use of digital imagery go to his head.*

Eight of IDG's U.S. titles took home a total of 18 editorial and design awards last week from the annual Folio: Awards competition, held in conjunction with the 2003 Folio: Show in New York City. The award winners were *Bio•IT World, CIO, CSO, Computerworld, InfoWorld, Macworld, Network World* and *PC World*. Separate Folio awards are given for editorial excellence (Eddies) and for magazine design (Ozzies).

"We take great pride in the quality of our publications and online sites," said CEO IDG **Pat Kenealy**. "This overwhelming recognition by editors and independent industry experts underscores IDG's position as the premier technology media company."

IDG publications and Web sites received the following awards:

- *BIO•IT World:* A gold award for best use of digital imagery and a silver in the feature design category.

continued on page 5

IDC European IT Forum returns to Paris; registration up 28% over last year

The theme of IDC's 13th European IT Forum, "Managing IT in Challenging Times," clearly struck a chord with its target audience and led to a 28% increase in registrations (696) over the 2002 forum. After three years in Monaco, IDC's flagship event returned to Paris Sept. 29-30. A business-oriented destination that's affordable to reach, as well as a new focus on IT end users' needs, were also key ingredients for a successful event.

"We focused on the primary challenges CIOs are facing today: increasing efficiency and cutting IT costs, improving the level of integration, addressing the challenge of selective outsourcing and the present impressive offshore trend, and guaranteeing a high level of security and availability," said IDC Europe, Middle East and Africa President **Roberto Masiero**. "The support of the major European CIO associations as well as the effective synergies provided by the IDG publications enabled us to pull to-

continued on page 5

IDG Chairman ***Pat McGovern*** *(left) presents a gift to IDC Europe, Middle East and Africa President* ***Roberto Masiero*** *for another stellar European IT Forum. Masiero oversees IDC's worldwide conference business.*

Proportion of worldwide total 2003 IT spending by region

North America	45.5%
Western Europe	29.0
Asia/Pacific	18.7
Latin America	2.8
Central/East. Europe	2.0
Middle East/Africa	2.0

Source: IDC Black Book 2003

in brief newsworthy

CW Denmark's Top 100 issue adds companies, revenue

With more than 55 pages of advertising, the sixth edition of IDG Denmark's popular annual *Computerworld Top 100* was a bright spot last month in an otherwise still-challenging ad sales market. Despite its name, the publication included more than 250 companies, ranked by year-over-year profit and revenue growth.

"The *Top 100* is today a vital reference for the industry," said IDG Denmark Managing Director **Preben Engell**. "Many other companies, including finance and venture capital firms, depend on it as a reliable source of information,"

To generate some extra mileage from the publication, IDG Denmark organized a launch event at the Copenhagen Airport for more than 300 top executives from the local IT community. Speakers from IBM, Microsoft and Deloitte & Touche sounded an optimistic note, predicting that IT investment is on the rise.

COMPUTERWORLD
Top 100
Analyse og vurdering
Danmarks største 250 it-virksomheder
De største
De hurtigste
De dygtigste
IO Interactive
Danmarks dygtigste og årets vækstkomet

The top right corner of the Top 100 included an image from a best-selling game by No. 1 company IO Interactive.

The main attraction at the event was the award ceremony at which the No. 1 company on *Computerworld*'s list was honored. This year that honor went to IO Interactive, a Danish games manufacturer that has posted double-digit growth and more than 30% net profit with 95% of revenues deriving from exports to the 80 markets it serves around the world.

"This year's winner is not in our typical enterprise area," said Engell, adding, "this is a good indication that this emerging market — entertainment — will be a very important one for IDG in the future. The majority of users in our local consumer market are young people. They are the fourth generation of IT users, and games are often their first introduction to technology."

For details contact Preben Engell at p.engell@idg.dk. WU

Techworld named best launch

ADRIAN BROOKS

*Techworld Publisher **Guy Eaton** (right) accepts the award for Best New Launch 2003/Business from Dominic Duffy of Applecart Solutions.*

Techworld, IDG U.K's online resource for IT professionals, was named Best New Launch 2003/Business during an awards event last month sponsored by the U.K. Association of Online Publishers. The site (www.techworld.com), contains network-related news, feature articles and topical Knowledge Centers. For a list of all AOP awards go to www.ukaop.org.uk/awards/.

PC World Latin America awards event showcases products, IDG's image

For the fifth consecutive year, the black-tie PC World Latin America Awards event showcased the best IT products in Latin America and strengthened the image of IDG and local *PCW* editions as market-leading authorities in the region.

*PC World Latin America Publisher **Trino Ramos** (right) presents the first Vida Digital ("Digital Life") Award to Samsung General Manager Alfonso Taylor. The award recognizes the company that best serves the Latin American market with a complete range of digital products for work, home and entertainment.*

Organized by the Miami-based PC World Latin America team, the awards gala was held last month at the Ritz-Carlton Hotel in Coconut Grove, Fla. Each year the staff builds on its success at selling corporate sponsorship packages for the event, and this year's profits were the best ever.

The more than 135 attendees, many of whom were presidents and VPs, represented prominent companies and agencies doing business in Latin America.

More than 180 products from 50 IT companies vied for award honors. Winners were named in 23 categories, including Product of the Year, which was presented to Microsoft for Microsoft Server 2003. Seven Rising Star Awards were presented to the companies whose products scored just a point or two below the winners in many of the categories.

A panel of 18 judges from the seven local *PC World* editorial teams in the region and PCWLA staff in Miami review the products nominated by the vendors. They select the winners using a common set of criteria including product functionality, innovation, distribution, availability and technical assistance.

The employees of PC World Latin America provide a monthly core of common content for each of the nine Spanish-language *PC World* editions in Latin America. The editorial staff of the editions in Venezuela, Mexico, Ecuador, Chile, Panama and Peru supplement this core content with local editorial material. A Caribbean edition based in Trinidad will launch next March. PCWLA staff, along with local freelancers, produce the issues for Argentina, Colombia and a Central American edition for selected countries and Puerto Rico.

In addition, PC World Latin America serves as the IDG Global Solutions office for sales into Latin American editions of *PC World* and *Computerworld*.

For more information on the event contact PCW Latin America Publisher **Trino Ramos** at trino_ramos@idg.com. WU

For a complete list of the PCW Latin America awards, see this article on IDG World Update Online (www.idgworldupdate.com)

one on one the interview

Harry McCracken
The editor of PC World U.S. is this week's columnist. Reach him at harry_mccracken@pcworld.com.

> *"We found that we needed to do a better job of reminding print readers about PCWorld.com's newsletters, diagnostic tools, downloads and other content. So we just added a page to our table of contents that's all about the site."*

Q How has the focus of *PC World* changed over the years that you have been associated with the magazine?

A One of the things that keeps our business so interesting is that some things never change — and yet in other ways, *everything* changes at a dizzying pace. For years, we've produced a magazine and a Web site for busy, tech-savvy managers who use technology to get stuff done at work and home. But what those people want out of *PC World* continues to evolve.

Back when I joined *PC World* in 1994, a big story was something like the original Pentium chip ramping up from 66-MHz to 90-MHz. Readers were obsessively interested in every MHz of processing power that they could get their hands on. Today, the Pentium 4 is whizzing past 3-GHz, but many people already have all the speed they need. So we're less a magazine about a box and more about the ever-changing range of things you can do with that box. Our big stories tend to be about products and services that let you get more out of PCs, such as wireless networks, digital cameras, recordable DVD and broadband.

Then there's the Internet; in 1994, few people had ever used it, and today, it's part of almost every story we do. Readers can't get enough articles on contending with the dark side of the Net, such as spam, viruses, hackers and privacy invaders.

Q What is "Next Gear"?

A "Next Gear" is a new monthly section in the magazine, our first major addition since we launched the Top 100 in 1996. And it relates to another major technology shift: Convergence is, at long last, actually happening. The PC is moving into the living room and becoming a full-fledged entertainment machine. Consumer electronics devices such as TiVo and DVD players are increasingly PC-like; so are cell phones. Wireless networking is tying everything together.

In short, the world of personal technology — which is really *PC World*'s subject — is blurring and expanding. And it's hard to say what is or isn't a PC-related product. So "Next Gear," which debuts in our December issue, will cover next-generation TV sets, Web phones, satellite radio, GPS handhelds and more.

Even in the few weeks since we decided to launch "Next Gear," we've seen the industry move further in this direction. For instance, both Dell and Hewlett-Packard have announced their intention to get into the big-TV market. We think that all this convergence will be one of the biggest technology stories of 2004 and beyond, and we're looking forward to covering it every month.

Q Do you have any advice on integrating print and online?

A I have to tip my hat to my former boss, **Kevin McKean** [now CEO of InfoWorld Media Group]. During his time as *PC World*'s editorial director, we made a quantum leap in print-online integration. Our basic philosophy is to build a magazine that's a great print product and a Web site that's a great interactive tool — and then to create links that make them even better together. A few tips:

- **Help magazine readers find online content.** Our magazine is full of five-digit "Find-It" numbers that let readers jump almost instantly to additional information on the Web without typing in convoluted URLs. We also found that we needed to do a better job of reminding print readers about PCWorld.com's newsletters, diagnostic tools, downloads and other content. So we just added a page to our table of contents that's all about the site.

- **Web sites aren't merely online magazines.** Years ago, we devoted most of our Web resources to producing additional static articles. Today, we still produce original online stories, but our real focus is on leveraging the Web's interactivity. Our Product Guides are a good example — they meld reviews, specifications, buying and how-to tips, current pricing, user feedback, and other information in ways that a paper magazine can't.

- **Consistency of personality is important.** More and more, *PC World* isn't about a particular medium. We're about 'Technology Advice You Can Trust' in a variety of forms — a print magazine and multiple online presences, including our microsites on America Online and Yahoo. We also create PC World CD-ROMs, and more brand extensions are on the way.

Earlier this year, we redesigned our site for more visual consistency with the magazine, and in October, we changed the name from PCWorld.com to simply PC World. We're also doing a better job of creating brands-within-the-brand that span our print and online products. For instance, Spam Watch is the name we gave our ongoing coverage of spam, both in the magazine and in a special section of the site (spamwatch.pcworld.com).

Next up: Improved online presences for our popular print columns, such as Consumer Watch, Home Office and Plugged In. Stay tuned!

IDG Australia reworks life sciences offerings, launches new title

Life sciences market differs from challenges of traditional IT market

According to IDG Australia VP **Andrew Birmingham**, the life sciences ad sales market is "very, very" different than the IT market, something it took his group "about a year to figure out."

"Information technology has a sophisticated marketing infrastructure all over the world," he said. "Life science does not. The budgets are much smaller, and often the marketing managers are not professional marketers. And, like customers everywhere, they want value for money. And because most of the people you sell to are scientists, they are deeply skeptical," Birmingham noted.

Don't be surprised to find advertisers in unusual places, he said. "We get about a quarter of our display advertising dollars from our readers — universities and institutes looking for collaborators. We never imagined this when we began. The good news is that if it's a good product, they will love you for the interest you take in their work."

Although he recommended not trying to "drag the market ahead of where it wants to be," one must be nimble and ruthless about changing one's assumptions when they prove to be false – "a bit like the scientists you are serving."

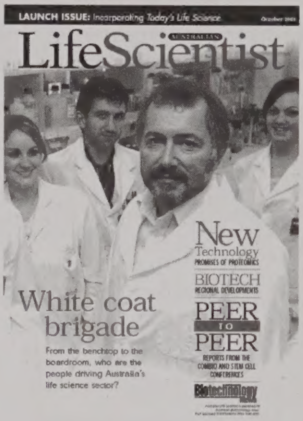
IDG Australia's Life Sciences Group, which had been publishing weekly and monthly versions of *Australian Biotechnology News* as well as the bi-monthly *Today's Life Science*, melded the three into the weekly *Australian Biotechnology News* (ABN). At the same time, it launched *Australian Life Scientist* (ALS), a monthly with a circulation of 8,000. The group's third publication, the bi-monthly *Lab News*, will continue as a leading source of news and product information for Australian laboratory managers and personnel.

Fine-tuning the mix of life sciences and lab publications comes just over a year after IDG Australia acquired *Today's Life Science* and *Lab News* to augment its presence in the life sciences market, which began with the launch of *ABN* in March 2002.

"The launch of *Australian Life Scientist* has been very well received," said IDG Australia VP **Andrew Birmingham**. "The publication had already beaten its revenue forecast for the launch issue month by about 30% at the time of publication. Our advertisers are happy because they can now reach both the *Australian Biotechnology News* and *Today's Life Science* audiences with a single advertisement, and they can now also reach *Today's Life Science* readers at a monthly frequency."

All *Australian Biotechnology News* readers will automatically receive *ALS* in addition to *ABN*. There are two reasons for this, Birmingham said. "At A$5.45 (US$3.80), it's a premium-priced product, so it's always good to add value, and, secondly, *ABN*'s paid subscribers are also some of the biggest buyers in the market."

The market positioning of IDG Australia's bio-IT publications is now clear, Birmingham said. "*Australian Biotechnology News* is a paid-subscription weekly for senior executives in the biotechnology industry. It is about commercializing research and building an industry. *Australian Life Scientist* has a qualified circulation — one about 60% higher than *ABN* — and is about research and researchers. It's all about the great science being done Down Under and the collaborative opportunities that exist for local researchers."


LAUNCH ISSUE: Incorporating Today's Life Science
AUSTRALIAN
LifeScientist
New Technology
PROMISES OF PROTEOMICS
BIOTECH
REGIONAL DEVELOPMENTS
PEER TO PEER
REPORTS FROM THE COMBIO AND STEM CELL CONFERENCES
White coat brigade
From the benchtop to the boardroom, who are the people driving Australia's life science sector?

Australian Life Scientist is the latest offering from IDG Australia's Life Sciences Group. It joins Australian Biotechnology News, which recently incorporated Today's Life Science, and Lab News.

AUSTRALIAN
Biotechnology
THE NEWSPAPER FOR AUSTRALIA'S LIFE SCIENCE SECTOR
NEWS
BIO2003 Special Edition

LAB NEWS
New centre for marine biology research
INSIDE
Breeding better barley
Reusing water

ALS' target audience includes research scientists and research directors working at universities, research institutes, hospitals and pathology labs and biotechnology companies. Birmingham said *ALS* will be the largest circulation life-science title in Australia. "Strong growth in the life sciences sector in recent times means the typical circulation of about 5,500 that our competitors and we were all delivering is obsolete," he said.

Birmingham pegged the vibrancy of the Australian life sciences market to two things: the caliber of its researchers and an influx of capital. "The federal and state governments, particularly Queensland, Victoria and South Australia, have aggressively pursued biotechnology funding," he said. "Most encouragingly, private investment is now increasing dramatically." He said *ABN* tracks deals in the life sciences sector, and in the last six months they have been five to 10 times larger on average than deals in the corresponding period of 2002.

"We like to think that *Australian Biotechnology News* has played a small part," he said. "For the first time, industry leaders are able to hold a regular dialogue through the magazine, and the magazine has enhanced the profile of the sector fairly dramatically to investors."

For more information contact Editor-in-chief **Iain Scott** at iain_scott@idg.com.au or go to www.biotechnews.com.au. For access to this password-protected site, send an e-mail to shirley_ingram@idg.com.au.

IDG

November 3, 2003

Regional Sales Manager, CSO Magazine (CXO)

CXO Media, Inc. has an exciting opportunity for an experienced Regional Sales Manager based in Framingham, MA to cover sales for the Eastern US territory. Reporting to the Publisher, this position will be responsible for establishing an integrated advertising base for CSO Magazine (Chief Security Officer) focusing on the security industry. Specific responsibilities will include direct sales, developing effective sales presentations, support tools and forging new strategic alliances while maintaining and expanding client relationships with current customers. A minimum of 5 years' sales management experience and successful track record of growing revenues is required. Candidates must possess knowledge of the high tech and/or security markets, extensive contacts in the broad IT industry, well-established contacts and experience working with agencies, start-up experience, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required.
Location: Framingham – MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Member Relationship Manager (CXO) (2 positions)

CXO Media has an exciting opportunity for a Member Relationship Manager working on CXO's peer-to-peer advisory and research service which provides the most senior IT executives at leading enterprises worldwide with peer-to-peer networking, dialogue, and research. The Member Relationship Manager (MRM) is charged with selling the program to high-level technology executives and ensuring the delivery of highest-quality peer research and inquiry fulfillment to the members of the program. The MRM assesses member needs, responds to matchmaking and research inquiries, develops service plans, and delivers personalized service to ensure the program exceeds the members' expectations. The MRM role is responsible for negotiating and transacting new membership and continued participation of existing members. Requirements include an outstanding record of achievement in consultative sales/closing business in an account management, research inquiry, sales or revenue role. Must also have the ability to meet personal and team financial goals, conduct substantive content discussions with senior IT leaders, demonstrated poise and grace under pressure, general knowledge of the business of IT, ability to work well within a team and across functions, flexibility to think creatively about how to provide the highest level of service and value, and superior verbal and written communication skills. 3-5 years experience in a related role required. ***Location: Framingham – MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sr. Account Executive (CXO)

CXO Media is looking for a Sr. Account Executive to join the CXO Media sales team in Paramus, NJ. This individual will be responsible for developing new accounts and growing existing accounts and selling multiple CXO products. To be successful in this role, the salesperson will need to build strong client relationships and offer value-added solutions for their businesses. Requirements for the position include a minimum of 3 years of inside/outside sales experience in information technology publishing. ***Location: Paramus – NJ***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

HR & Education Specialist (IDC)

IDC is searching for a highly organized individual who is able to coordinate various education and HR programs. This person must have proven hands on technical skills, the ability to manage multiple priorities as well as superior attention to detail. They will be responsible for the coordination of all internal education including: all technical, analyst, and best business practices programs. They will manage the education calendars, track course registration, and maintain the education database. They will also be responsible for organizing the IDC orientation and assimilation program, the Employee Survey process, the IDC Reward and Recognition Programs, tuition reimbursement, matching gift and Global Fellowship programs. They will be involved in general benefit questions/programs and making sure that the recruiting database is maintained. This role also plays a major role organizing our Event & Charity committee and associated events. To qualify, you must have at least 4-5 years of relevant HR experience, proven management and organizational skills, superior customer service skills and the ability to efficiently use all types of technical/PC products. ***Location: Framingham – MA***
Contact: D. Bernardi, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Sales Manager, Industry Sales (IDC)
IDC's Industry Sales Group is seeking a Sales Manager who will focus on selling IDC's research products to industry vendor clients primarily on the west coast. As a member of a collaborative team, the Sales Manager will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. Requirements for the position include 7 – 10 years of quota-carrying outside sales experience, along with strong written, analytical, and verbal communication skills. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. This position may be based out of either Irvine, CA (preferred) or Mt. View, CA and will require approximately 25% travel.
Contact: C. Burton, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, AppSourcing (IDC)
IDC's Services Research Group is seeking a Senior Research Analyst to cover the AppSourcing and offshore outsourcing markets. The analyst will be chartered with providing insightful research, analysis and guidance to clients on key market trends for both the application outsourcing and service component of the ASP/SaaS (Software-as-a-Service) markets. In addition, the candidate will help develop offshore research as associated with the application services industry. Key responsibilities include conducting research, quantitative analysis including market sizing, and producing multiple documents on a quarterly basis. In addition, the senior analyst will develop a presence within the industry, press and Wall Street community based on their industry expertise. Client interaction and inquiry is an integral part of the analyst role and along with this the ability to assimilate industry information and provide advice and guidance to your clients is critical. Collaborative efforts will include work with the vertical industry analysts, marketing and sales groups. Please see idc.com for full description.
Location: Framingham – MA
Contact: E. White, Fax: 508-935-4432, Email: idc_jobs@idc.com

Director, Business Development (IDG)
The IDG Corporate Sales Team enhances customer loyalty and satisfaction by providing customized service to assigned key accounts. IDG Corporate Sales is seeking an experienced sales executive to manage select accounts within IDG's top domestic customers and their agencies. The Director, Business Development provides value to clients and their agencies by staying current with competitive, market, and industry information, developing general positioning and pricing strategies, and creating and presenting advertising products optimized for the marketplace. Candidates should be customer centric, solutions focused and have strong presentation and negotiation skills with the proven ability to creatively sell IDG's domestic portfolio to drive enhanced IDG revenue and profits. The ideal candidate will have five to seven years of successful integrated sales experience, IT industry knowledge, and senior level agency account side and/or Associate Publisher/Ad Director level publishing experience. Qualified candidates must also be detail oriented, self-starting, and possess exceptional communication, analytical and organizational skills. A college degree is preferred.
Location: New York (Chicago considered)
Contact: J. Lynch, Fax: 508-935-4600, Email: julie_lynch@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

European IT Forum

continued from page 1

IDC's R
vilion

(L-R): Senior Marketing Specialist IDC EMEA ***Mathew Heath****, Time Europe's Naomi Williams, and IDC U.K. Business Development Manager* ***William Blenkarn*** *review materials in the Research Pavilion.*

gether an impressive turnout of European CIOs, IT managers and IT professionals."

The 12 major event sponsors were joined by 18 media sponsors that helped increase awareness of the event for business readers in Europe. Among the media outlets were *CIO* publications in France, Germany, the Netherlands, Norway and Sweden as well as IDG France, IDG Spain, IDG Germany's tecChannel.de and IDG U.K.'s TechWorld (www.techworld.com). *Time Europe* and the *Wall Street Journal Europe* also played a major role.

Several keynote speakers offered differing opinions on Europe's economic future. Economist Lester Thurow of MIT had the most pessimistic view, saying he thought the European Central Bank's monetary policies over the past two years had produced dismal results and that he believes productivity in the U.S. is well ahead of Europe. Thurow said that while the CEOs and CIOs in attendance couldn't do anything about the economy, they should be asking themselves if they should migrate some of their activities not only to places where they can do them more cheaply, such as India, but also migrating their business to places where markets are growing faster, such as the U.S.

In contrast, SAP CEO Henning Kagermann said Europe's productivity is equal to that of the U.S. on a per hour basis, the difference being that Europeans work fewer hours. He said Europe is being adversely affected by IT-related price wars, which SAP has not joined to date. France's Minister Economy, Finance and Industry Francis Mer said that despite the tech downturn, "the appetite of consumers and companies seems to be intact." He said Europe could catch up with the U.S. in IT with greater corporate investment.

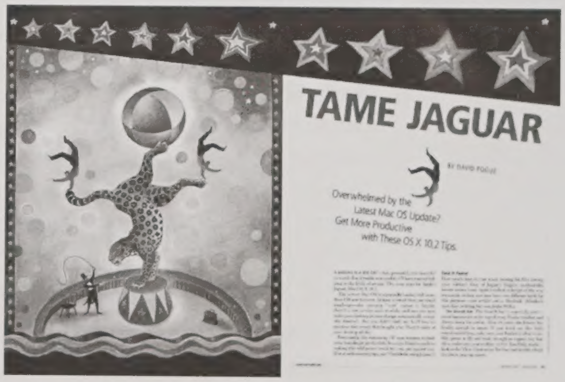
A series of smaller sessions on three key topics — utility computing, Web services, and mobility and wireless — focused on the state of the market, major trends in Europe, technology evolution, levels of risk and implementing solutions. "Sessions were crowded and there was a great sense of interactivity between speakers and audience throughout the conference, which was particularly obvious in the break out sessions," said EMEA Marketing Director **Meryl Salter**. Like last year, the Research Pavilion was a big draw for attendees who could look at IDC literature, make appointments with IDC sales staff or talk one-on-one with analysts.

Next year's IT Forum will also be held in Paris, Sept. 27-28. For more information contact IDC EMEA Marketing Communication and Database Specialist **Claudia Corradi** at ccorradi@idc.com.

Folio: Awards

continued from page 1

- *CIO* magazine: Two gold awards for editorial excellence and best feature design.
- *CSO* magazine: Three gold medals for best design for a new magazine, best overall design, and best use of an illustration for a single article.
- *Computerworld*: Two silver awards for editorial excellence in a business-to-business category and in online.
- *InfoWorld:* Gold for best site design and a platinum award for best site design among consumer, b2b, association/nonprofit/custom site design winners.
- *Macworld:* Silver for best use of an illustration in a single article.
- *Network World:* A gold award for best table of contents and two silver awards for the telecommunications category and best use of an illustration.
- *PC World*: Gold award for the second straight year for best consumer/computing magazine and two silver awards for best use of digital imagery and best site design.


TAME JAGUAR
Overwhelmed by the Latest Mac OS Update? Get More Productive with These OS X 10.2 Tips

This illustration by freelance artist John Dykes helped earn Macworld a silver award for best use of an illustration for a single article.

The 2003 awards program, sponsored by *Folio*: magazine, attracted a record 4,000-plus entries. The categories covered business-to-business and consumer titles and sites with segmentation by circulation. More than 90 judges participated in the evaluation process.

noteworthy people

New employees

ALFREDO CURIEL

Tovar

César Tovar is IDC Mexico's new sales representative, coming from Avantel where he was a sales manager. He earned a B.A. in computer studies from the Universisdad Tecnologica de Mexico where he has also completed some post-graduate work in quality and productivity. Away from the office he enjoys tennis, soccer and music. *ctovar@idc.com*

IDG WORLD UPDATE

Dean

Carole Dean joins IDG as executive assistant to CEO **Pat Kenealy**. She comes from San Francisco-based Cable & Wireless America where she held a similar position for two-and-a-half years. A native of Paris, Carole holds a license in Business English and Spanish from the Universite de Paris X. She lived in Belgium for three years and worked as a project coordinator for Dow Corning, Swift and SmithKline-Beecham. She relocated to the U.S. five years ago and worked for a small international consulting firm. The mother of two bilingual children, ages 12 and 14, Carole enjoys horseback riding and skiing. *carole_dean@idg.com*

Gillyon

IDC Framingham has hired **Michael Gerard** as research director with the Chief Marketing Officer Advisory Group. He was previously industry marketing manager with Lucent Technologies and holds a B.S. in chemical engineering from Worcester (Mass.) Polytechnic Institute and an M.B.A. from MIT's Sloan School of Management. He enjoys golf, biking and travel. *mgerard@idc.com*

Previously an alliance coordinator at MatrixOne, **Callie Mangano** joins Network World as a sales assistant. She attended Quinsigamond Community College and Worcester State University in Worcester, Mass., and holds a certificate in travel and tourism from Dudley Hall Career Institute. A newlywed, she enjoys comedy writing and is an avid fan of hockey, baseball, football, and basketball. *cmangano@nww.com*

Paul Gillyon joins IDC Framingham's soon-to-be-launched Life Sciences business unit as chief operating office and managing director. Most recently he was general manager of PerkinElmer's $500 million Biopharmaceuticals Business, which encompasses all the drug discovery and life science research products of Perkin-Elmer. Prior to joining PerkinElmer, he was general manager of Bio-Rad Laboratories' Microscopy Division and at Fission Scientific Instruments. He holds a B.S. in chemistry from the University of Hertfordshire in the U.K. and enjoys the guitar, travel and golf. *pgillyon@idc.com*

Federico "Freddy" Amprimo joins Miami-based IDC Latin America as research and consulting manager covering the Peruvian hardware, software and IT services markets. He was previously project manager with the Peruvian IT consulting firm Business Consulting and Technology Services. He holds a B.S. in systems engineering from the Universidad de Lima and earlier this year received an M.B.A. from the University of California/Berkeley. He enjoys travel and getting "to know new places." *famprimo@idc.com*

Kim-Marie Mann joins IDG's Paramus, N.J., sales office as receptionist/office manager. She previously worked at Pascack Valley Hospital for 13 years and still holds her position as communications operator on Sundays. A graduate of UCLA, she holds a B.S. in business administration/sound engineering. A big Dallas Cowboys fan, she also enjoys spending time with her two sons, rollerskating, paintball and travel. *kim_mann@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Rousseau, Thibeault named to *min magazine*'s "Most Intriguing" list

John Rousseau

Evilee Thibeault

Two IDG business unit leaders were named to *min magazine*'s recently published list of the "21 Most Intriguing People" in the magazine industry. **Evilee Thibeault**, CEO and publisher of Network World, and **John Rousseau**, president and CEO of IDG Entertainment, joined an elite list of editors, publishers, media buyers and brand marketers who were singled out by *min magazine* for their innovative leadership in the consumer and b2b publishing industry. To read the article, visit www.minonline.com.

Passes for Boston's Museum of Science free to local, visiting employees

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes for distribution to employees. The free admission is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

Any IDG employee from the Boston area or any employees planning to visit the area wishing to obtain passes may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. The passes are good for admission through September 2004.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Isabel Campo *IDG Spain*

16

Zsuzsa Krammer *IDG Hungary*

15

Jayne Enos *IDG*

14

Yoshitomo Fukada *IDG Japan*
Ákos Bognár *IDG Hungary*

13

Anders Nordner *IDG Sweden*
Natacha Parron *IDG Spain*

12

Jolanta Szot *IDG Poland*
Corinne Huron *IDC France*
Hugo Shong *IDG Asia*
Johan Egging *IDG Netherlands*

10

Paul Curthoys *IDG Entertainment*
Richard Heiman *IDC*
Robin Azar *Network World*
Grace Wong *IDC Asia/Pacific*
Selinna Chin *IDC Malaysia*

7

Takenobu Urayama *IDG Japan*
Mario Morales *IDC*
Nathalie Metzger *IDG France*
Alan Freedman *IDC Canada*
Minna Schmidt *IT World Canada*
Annemarie Lootsma *IDG Netherlands*

6

Christopher Sipe *IDG Entertainment*
Matt Rigney *IDG Australia*
Jean-Christophe Caron *IDC France*
Zuzana Peskova *IDG Czech*
Petra Felt *IDG Czech*
Jacqueline Dendievel *IDG*
Ifeyinwa Orakwue *IDG*
Cynthia Reed *IDG*

5

Amanda Conroy *IDG Australia*
Franck Nassah *IDC France*
Marcel Roozeboom *IDG Netherlands*

4

Heidi Good *IDG Australia*
TerryAnn Croci *Network World*
Markéta Kudrnova *IDC CEMA*
Eleanor Davis *IDG Global Solutions*
Annelise Fortier *IDG*
Emile Idzenga *IDG Netherlands*
Jacqueline Bloch *IDG Brazil*

3

Mary Jane Donnelly *IDC*
Claire Heitz *IDG France*
Jennifer Hinojosa *Network World*
Alexander Beck *IDG Germany*
John Gole *IDC CEMA*
Ilona Stankeová *IDC CEMA*
Mark Zhou *IDG China*
Maydy Wei *IDG China*
Adham Alkady *IDC Canada*
Greg Ambrose *IDC Canada*
Cassie Doherty *IDG New Zealand*
Elly Delemarre *IDG Netherlands*
Anna Bager *IDC Nordic/Sweden*

2

Ana Aramburu *IDG Spain*
Pavla Byrtusová *IDC CEMA*
Tomas Oupický *IDC CEMA*
Roman Smely *IDG Czech*
Shelly Zhang *IDG China*
Jennifer Xu *IDG China*
Mauro Lacerda Ferreira *IDC Brazil*
Ineke Kievit *IDG Netherlands*
Catarina Fernandes *IDG Brazil*
Charolotte Thygesen Poulsen *IDC Nordic/Denmark*

1

John Young *IDG Italy*
John Wies *IDC*
Akiko Koizumi *IDC Japan*
Adalberto Olivares *IDC Mexico*
Attila Makk *IDG Hungary*
Petra Prosek *IDG Czech*
Kim Dowling *IDC Canada*
Judith Black *IDC U.K.*
Gordon Morris *IDC U.K.*
Bo Lykkegaard *IDC Nordic/Denmark*
Jennifer Kemmeter *IDC Nordic/Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

style rules!

IDG News Service News Editor ***Nancy Weil*** *(a.k.a. the Style Goddess) keeps IDG News Service staff on their grammatical toes with periodic updates about important style and grammar considerations. Below are some recent highlights. (Note: these are selected for general usefulness and interest. Some points of style may not be applicable outside the U.S.)*

The Numbers Game

When using big numbers (million, billion, trillion) the number is *never* spelled out. Ever. That means 2 million, 10 billion, 51 billion, 1 trillion should be written like that.

In references to cardinal numbers, spell out one through nine. For 10 and up, use the figure. In references to ordinal numbers, spell out "first" through "ninth" when used to indicate sequence in time or location: *first base, the First Amendment, he was third in line.* When you get to 10th it's time to use figures. However, when the ordinal is part of a name use the figure: *6th Fleet.*

Woulda, coulda, shoulda

When writing a sentence involving something that is going to happen do not use *would.* Use will. *If she is named chief executive officer, Reynolds will be the first woman to fill the job.* See, if she actually *is* named, that is what she *will* be. The conditional *would* works when the statement is hypothetical. *The proposed legislation would make it illegal for IT vendors to include exclamation points in company names.*

One word or two?

Remember that this is the way these words should appear:

- antifraud
- data center
- game plan
- grassroots
- health care
- nonprofit
- weeklong

celebrating

Name
Kateline Renaudin

Home
Levallois-Perret, near Paris

Joined IDG
September 1991 as a Switchboard Operator

Current title
Editorial assistant for *Le Monde Informatique*. I do the interface between journalists and communication/press agencies. Among others things, I deal with press invitations (press conferences, press trips, interviews, etc.). I manage the administrative end of things for the editorial staff as well as for our freelance journalists. I also write for the events column in the magazine every week.

Best part of your job
The diversity. I'm never bored in my job. I like answering our readers' requests, and I really enjoy the contact with our press officers.

Best way someone could compliment you on your work
Just a simple "Thank you, Kateline."

Best compliment you've ever received on your work
I've received three professional awards from the Club de la Presse et des Télécommunications.

Interests outside the office
Spending time with my family and my friends.

Family
My husband David and I have a daughter, Chloé, who is 22 months old.

Dream destination
Canada

As a kid, what did you want to be when you grew up?
A veterinarian.

James Joyce

IDG Chairma ***Pat McGovern*** *and* ***Kateline Renaudin*** *dined at the restaurant Fouquets in Paris to celebrate her decade of service to IDG France.*

First job?
Receptionist in a hotel.

What disc is in your CD player right now?
Dido and Yannick Noah

Favorite movie of all time?
Le Grand Bleu (*The Big Blue*) and *Titanic*

What book is on your nightstand?
Toi que J'aimais Tant, by Mary Higgins-Clark.

If you won the lottery tomorrow, you would
Travel around the world with my family and buy a big house outside of Paris.

Manager's profile
"Kateline is the real ambassador of our team, handling our professional press relationships.
She embodies the sense of service that we provide for our readers. Always ready to do whatever is needed to get the job done, Kateline does her best to serve both IDG France and its customers. She's a very important contributor to our group."

— *François Jeanne, chief editor,*
Le Monde Informatique

Coming up

BiometricsWorld Executive Conference
Nov. 19 - 20
Embassy Suites Hotel
New York City
www.idgworldexpo.com

European IT Banking Forum 2003
Nov. 24-25
Milan, Italy
www.idc.com

Mobility Conference
Nov. 26
The Langham Hotel
London
www.idc.com

Macworld Conference and Expo
Jan. 5-9, 2004
Moscone Center
San Francisco
www.macworldexpo.com

COMNET Conference and Expo
Jan. 26-29, 2004
Washington, D.C.
www.idgworldexpo.com

DEMO
Feb. 15-17
Westin Kierland Resort
Scottsdale, Ariz.
www.idgexecforums.com/demo/index.html

and

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Mette Lautrup *IDG Denmark*
Elinet Medina *PC World Latin America*
Meryl Salter *IDC U.K.*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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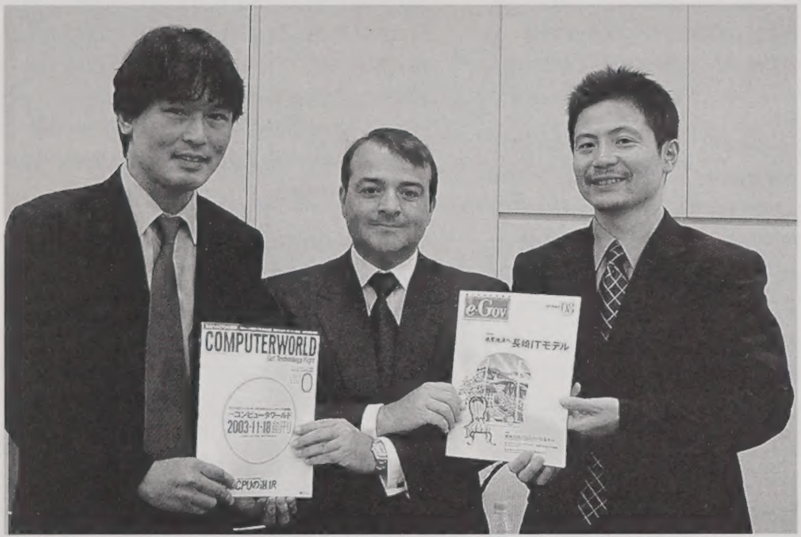
IDG Japan retools *Computerworld*, launches *e-Gov* for local officials

IDG Japan has added two publications to its portfolio, bringing its number of print titles to eight. New to the list are two monthies: *Computerworld Japan* and e-*Gov*, which targets local government officials.



(L-R): Computerworld Japan Editor-in-chief **Jun Kawahara**, IDG CEO **Pat Kenealy**; and e-Gov Editor-in-chief **Fumiaki Azegami** at pre-launch briefing in August for the two publications.

Computerworld Japan will be released in its fourth iteration Nov. 18. This time in magazine format, the publication has had past lives as a newsweekly, a daily fax newsletter, and a daily e-mail newsletter with a subscriber-only Web site.

Editor-in-chief **Jun Kawahara** said that as a weekly *Computerworld Japan* had been unsuccessful against strong domestic trade papers. "We want to try a different tack this time — a monthly featuring in-depth technical analyses," he said. "Today's IT infrastructures are a complex configuration of numerous technologies, Web services and so on. Being able to make cohesive decisions about introducing new technologies and understand the relationships between individual IT components is essential to optimizing a company's IT systems. *Computerworld Japan* will deliver accurate, detailed information on the latest trends on all the components used to construct corporate IT systems."

With a 150-page launch issue, Tokyo-based *Computerworld Japan* will be sold on newsstands and have a paid and controlled circulation of

continued on page 5

LinuxWorld event in Frankfurt sets new standards

The fourth LinuxWorld Conference & Expo in Frankfurt last month set new attendee and exhibitor records, with 143 companies (up 75% from last year), and 14,800 visitors, 800 more than the target. The event was produced by longtime IDG partner K+S under contract to IDG World Expo Germany.

International visitors hailed from 18 nations and represented an all-time high of 10% of all attendees, underscoring the significance of the event as an important platform for Linux-related information.

All of IDG Germany's business-related publications participated as media sponsors for the event. *Computerwoche* also served as media partner for the popular Linux Forum for Administration and Government Agencies that is held annually during the LinuxWorld event and demonstrates the vital

continued on page 5

Upcoming LinuxWorld events

IDG World Expo launched LinuxWorld Conference & Expo in 1999. Upcoming 2004 events are slated for:

New York
Jan. 21-23

Tokyo
June 2-4
Sept. 29-30 (conference)

Beijing
Aug. 24-26

Frankfurt, Germany
Oct. 25-27

(L-R): IDG World Expo Germany Managing Director **Josef Lohner**, K+S and LinuxWorld Frankfurt Managing Director Brigitte Solbach, State Secretary of the German Ministry of the Interior Dr. Goettrick Wewer, IDG World Expo President **David Korse** and LinuxWorld Frankfurt Show Director Antje Kaeppel.

what I've learned so far about...

ROI and my career

*A journalist with Computerworld since 1994, National Correspondent **Julia King** is based in Ridley Park, Pa. In 2001, she spearheaded Computerworld's coverage of information economics and was the founding executive editor of a bi-monthly magazine, Computerworld ROI. Little did she know she'd be using some of the knowledge gained during that venture to come to terms with her own career path. In this column, Julia shares that perspective. Reach her at julia_king@computerworld.com.*

Money isn't everything, to CIOs anyway. That's the first thing I learned in the process of launching *Computerworld*'s coverage of information economics and ROI.

It's infrequent that CIOs and IT managers measure the payback on their companies' technology investments in dollars and cents. Simply put, they can't — not with any kind of recurring precision anyway. How, for example, does a company measure the exact financial benefit of making a computer system that processes mortgage applications available to customers over the Web? Should they calculate ROI the same way for a Web-based system that lets college students register for courses without leaving their dorm rooms?

Perhaps the greatest of these [life lessons] is to be unafraid to change roles, sometimes to create new roles and responsibilities and to recognize the value — rather than feel the insecurity — of moving around a lot at the newspaper.

More often, I quickly learned, CIOs must look well beyond the balance sheet to measure IT's business value in any kind of practical way. So working with other reporters and editors at *Computerworld*, we came up with a few variations on the classic ROI definition. Rather than financial return on IT investments, I began to look at return on easier access to new information, the return on innovation that new IT systems enable and returns from new business opportunities and partnerships that IT projects can afford a business.

As I continued to report on ROI issues for *Computerworld* and *ComputerworldROI*, other non-financial measures of IT's value kept cropping up. The CIO of a Chicago-based healthcare insurance company told me he measures the value of IT investments in terms of what he calls return on opportunity. Every IT project is evaluated according to the extent to which it enables the company to attract new corporate customers or enter new niche markets.

Unfortunately, *Computerworld*'s launch of *ROI* magazine in 2001 coincided with the beginning of one of the worst economic downturns, which in turn triggered a decline in advertising pages. *Computerworld* made a business decision to cease publication of a separate ROI publication and incorporate our information economics coverage into the pages of the weekly issue.

At this point in my career at IDG, I needed to come up with some non-traditional ROI measures of my own. How could I measure the value of serving as the executive editor of a now-defunct publication? What new value could I bring to a different editorial position at *Computerworld*? Here's what I came up with:

- **Return on experience:** Having now worked as both a reporter and editor, I have a much better idea of what one needs and wants from the other. I learned that the chief role of an editor is to bring out the best in a writer, to encourage and inspire, not criticize and rebuke. This has increased my own professional flexibility, enabling me to, for instance, pinch-hit on the editing side when I'm not reporting and writing.

- **Return on relationships**: I had the opportunity to work side-by-side with one of the most talented groups of artists, graphic designers and copy editors, all of whom contributed to my gaining a new, more holistic approach to comprehensively covering a story. Pictures, graphs, illustrations and good photographs can indeed be worth a thousand words — and often fit better into a tight space.

- **Return on resilience**: Much to my surprise, bouncing back from a professional disappointment — I really, really wanted *ROI* to fly and fly high — was and remains a major confidence booster and the source of more than a few life lessons. Perhaps the greatest of these is to be unafraid to change roles, sometimes to create new roles and responsibilities and to recognize the value — rather than feel the insecurity — of moving around a lot at the newspaper.

I've been an editor, a manager, a news writer and a features writer. I've covered at least a half dozen different beats and in the last year or so, I've expanded my role as an ambassador of *CW* by more frequently moderating panels at industry conferences and speaking about IT trends to regional IT groups. The bottom line: Sure, one door closed, but more than a few flung wide open and continue to do so. WU

Have you learned some lessons along the way in editorial, sales, marketing, production, circulation, research, event production or any other functional area that you'd be willing to share with colleagues? If so, please contact the editors at world_update@idg.com.

one on one the interview

Pat McGovern
The chairman of IDG is this week's columnist. Reach him at pat_mcgovern@idg.com.

Realistically, I do not expect advertising pages in our IT professional publications to increase dramatically in the next couple of years. ... Investments in lead-generating activities, such as events, webcasts, micro sites, on-line delivery of white papers, etc. are growing rapidly, while investments in corporate image and brand advertising are growing much more slowly.

Q **Are you satisfied by IDG's financial results in fiscal year 2003, which ended this past September?**

A Yes, I am! Thanks to the talent, hard work and productivity gains of IDG team members around the world, IDG improved its operating profit by $18 million in FY03. If we eliminate the one-time restructuring costs incurred last year of $13 million, the operating profit improvement was $31 million.

For FY04, our plan calls for a profit improvement of $37.5 million over FY03. And, we are off to a good start in the first quarter, with operating profits 32% ahead of last year.

Q **Advertising pages in IT professional publications have been declining for the last couple of years. In your opinion, will advertising pages make a good recovery in the next couple of years? If not, how should those publications adjust?**

A Realistically, I do not expect advertising pages in our IT professional publications to increase dramatically in the next couple of years. There will be page growth in 2004, probably in the range of 5% to 9%. But faster page growth will not happen due to two main reasons:

1) The number of advertisers is declining due to consolidation of companies in the IT industry.

2) Investments in lead-generating activities, such as events, webcasts, micro sites, on-line delivery of white papers, etc. are growing rapidly, while investments in corporate image and brand advertising are growing much more slowly.

Therefore, our publications for IT professionals need to look to their readers rather than IT vendors as a key source of revenue growth.

The time is ripe for this! When a new technology is introduced, professional users are keenly interested in understanding the technology itself and its future potential. Then, as products using the technology are introduced, these users become very interested in understanding the performance of these products. Then, in the next stage, these users shift their attention to making the application of these products successful.

In my opinion, that latter stage is exactly where the IT professionals are today. They are more interested in learning how to make applications work well by talking to other experienced users vs. talking to representatives of the IT vendors who know products but do not have hands-on application experience.

This is an excellent opportunity for our IT professional publications because their databases identify these experienced users. This information comes from the qualification forms used by our controlled publications and the registration system for our B2B Web sites. So we know a great deal about the applications that these users have experience with and the equipment used in those applications.

Therefore, we are able to bring professional users together to share experiences. We already do this through our seminars and conferences and through the forums on our Web sites. Now some of our publications are "going for the gold" by setting up a peer-to-peer best business practice-sharing program in which a member of the service identifies a problem they would like to have solved, and then a program facilitator searches the membership databases to identify one or more of the most-qualified people to respond to that question. The facilitator establishes a communication link between these people. Our price testing of this type of peer-to-peer best business practice exchange service indicates that members would be willing to pay membership fees for this type of service similar to the $15,000 to $30,000 annual fees that they now pay to the IT advisory services, such as Gartner Group, if the program also includes a couple of conferences and some original survey research.

If one of our IT professional publications signs up 5,000 members paying $15,000 a year, it would have a $75 million-a-year service, a revenue size that would be more than double the total advertising revenue that they now receive.

I would encourage the heads of IDG's IT professional publications to develop such a best business practice exchange program based on peer-to-peer communications. They can jump-start the program by having the first 500 or 1,000 members join as advisors to the service in the launch phase. In exchange for their advice and encouragement, these members would not be charged a membership fee for the first six months. If the program is well-executed, after that initial six months, the advisory members and many thousands of others should be willing to become paying members for the service.

Q **As I understand it, in 1980 IDG was the first information company in the world to establish a joint venture in China. And, since then, you have taken 87 trips there. What led to your belief**

continued on page 6

CIO special issue features essays on impact of technology on daily life

CIO
THE RESOURCE FOR INFORMATION EXECUTIVES
a special issue
technology's impact on every thing
with essays by
Kenneth Allard Robert Ballard
Andy Borowitz Ben Crenshaw
The Dalai Lama David Elkind
Juan Enriquez Howard Gardner
Newt Gingrich Ray Kurzweil
Bjorn Lomborg Queen Noor
Robert Reich Howard Rheingold
Paul Saffo Robert Shiller
Barry Steinhardt & Jonathan Zittrain
including...Financial Markets, War, The Human Condition, Work, Education, Kids, The Environment, Sports, Public Opinion, Health Care, Spirituality, Power, Civil Liberties, Exploration, Evolution, The Future, and more...

Eighteen high-profile individuals from the worlds of sports, politics, education, health care and more explore the impact of technology on their chosen field in CIO's special issue.

Faced with the challenge of creating a new vehicle to bring in some much-needed revenue, *CIO* U.S. staff came up with an out-of-the-box concept — an extra issue with a theme outside regular *CIO* content — that captured advertisers' interest and readers' attention.

"Advertisers are always telling us they want to be part of something special," said *CIO* Editor-in-chief **Abbie Lundberg**. "At the same time, we wanted to do something very different from what we usually do in print and have readers think beyond their usual day-to-day concerns."

After a brainstorming session last February, the result was an extra issue in September called "Technology's Impact on Everything" that featured essays by 18 notable people from many different walks of life who wrote about how technology affects their specialty. Contributors and their topics included Jordan's Queen Noor (the human condition), golfer Ben Crenshaw (sports), politician Newt Gingrich (health care), *Titanic* discoverer Robert Ballard (exploration), child psychologist David Elkin (child development) and Col. Kenneth Allard (war).

In her introduction, Lundberg, who managed the project, noted that the issue was a way for CIOs to "pause and reflect on the broader implications of the work they do." She said the essays posed important questions, including: Is technology-driven progress good? Can it be controlled completely, or selectively? Should we attempt to halt certain developments because the risks are too great?

CIO editors contacted the potential contributors, convinced them of the project's merit and gave them direction on content, length and style. Virtually all wrote their own essays with the assignment in mind, though the Dalai Lama's entry on spirituality was excerpted with permission from his book. Each contributor received a $500 honorarium.

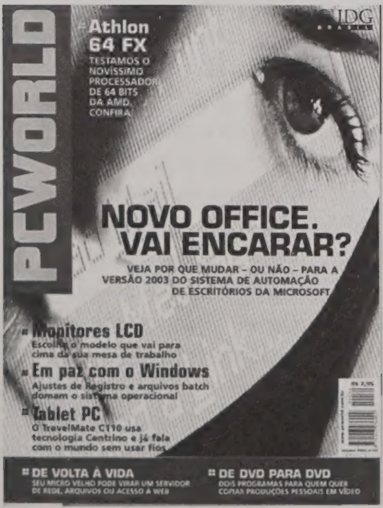
The 68-page issue, with 29 ad pages, brought in enough advertising revenue to have a significant impact on the bottom line for the fiscal year. It was distributed separately to subscribers — not polybagged with another issue — and labeled as "CIO Special Issue Fall/Winter."

Lundberg said there were lessons learned in this first effort that will serve the team well as they plan another out-of-the-ordinary editorial theme for a special *CIO* issue in the third quarter of FY04 and the same for *CSO*, as well.

The biggest lesson was to use more freelance help, as the editorial and copyediting teams ended up having to simultaneously handle regular issues of *CSO*, *CIO* and a *CSO* special issue as well as the extra issue. Also, they will make sure the extra issues of *CIO* and *CSO* do not coincide in the production schedule.

For more information contact Abbie Lundberg at lundberg@cxo.com. WU

PC World Brazil redesign results in tripled newsstand sales


PCWORLD
IDG BRASIL
Athlon 64 FX
TESTAMOS O NOVÍSSIMO PROCESSADOR DE 64 BITS DA AMD. CONFIRA
NOVO OFFICE. VAI ENCARAR?
VEJA POR QUE MUDAR – OU NÃO – PARA A VERSÃO 2003 DO SISTEMA DE AUTOMAÇÃO DE ESCRITÓRIOS DA MICROSOFT
Monitores LCD
Escolha o modelo que vai para cima da sua mesa de trabalho
Em paz com o Windows
Ajustes de Registro e arquivos batch domam o sistema operacional
Tablet PC
O TravelMate C110 usa tecnologia Centrino e já fala com o mundo sem usar fios
DE VOLTA À VIDA
SEU MICRO VELHO PODE VIRAR UM SERVIDOR DE REDE, ARQUIVOS OU ACESSO À WEB
DE DVD PARA DVD
DOIS PROGRAMAS PARA QUEM QUER COPIAR PRODUÇÕES PESSOAIS EM VÍDEO

PC World Brazil introduced its new design last month, which featured what is likely one of the most unusual design elements among IDG publications worldwide: a vertical banner on the cover. The new design, plus a variety of new sections, appear to be just what the customer ordered, as newsstand sales have tripled.

"We decided to put the *PC World* logo vertically because here in Brazil about 80% of newsstands display magazines side by side, and the only cover part people see is the left side," noted Editorial Director **Sônia Penteado**. "Our focus groups showed preference for such a layout."

Focus groups also showed that readers wanted a fresher design, more content related to computer entertainment and productivity and less content with technical descriptions. Penteado said that since *PC World Brazil* needed to gain a lot of ground on its major competitor, "We needed to operate like we were working on a new magazine, not just a redesign, in order to get new readers and advertisers."

PC World Brazil's staff wants to position the magazine as the primary source for people who want to stay up-to-date with everything concerning personal computing, including computers, software, the Internet, peripherals, handhelds and cell phones.

October's redesigned issue had newsstand sales of 9,000 issues compared with the 3,000 sold with the old design in September, and subscriptions were up by 500 to a total of 4,000. In contrast, *PCW* rival *Info Exame*, published by the biggest publishing house in Latin America, Abril, has 140,000 subscribers and 40,000 in newsstand sales. However, it includes articles such as "CIO of the Month" and case studies that are relevant to a more corporate audience.

WU

Contact Sônia Penteado at spenteado@idg.com.br.

IDG

November 10, 2003

Research Analyst, Software and System Support Services (IDC)
IDC's Services Research Group is seeking a Research Analyst to cover key software and systems services markets. This analyst will be responsible for primary and secondary research initiatives in the hardware and software implementation and support services market. Research topics include remote electronic and onsite support strategies, pricing models, and innovative partnering arrangements. Key responsibilities include conducting research, performing quantitative analysis, forecasting market opportunity, and producing multiple documents on a quarterly basis to fulfill the requirements of the Software and System Support Services Program. Responsibilities also include developing concepts for consulting projects and multi-client studies. Extensive client interaction and inquiry support is an integral part of the analyst role, along with the ability to assimilate industry information and provide advice and guidance to clients. Clients include traditional IT hardware, telecom, software, systems, and third-party integration companies as well as IDC's Wall Street customers. Critical for this position are well-developed writing and analysis capabilities and the ability to synthesize data into concise and insightful client deliverables. We are seeking an analyst with an understanding of product marketing and of the software and IT industry overall. Candidates should possess 2 - 4 years of work experience and a bachelor's degree with a strong academic record. International business experience is preferred. ***Location: Framingham – MA***
Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Inquiry Analyst, Software and Verticals Research (IDC)
The IDCInquire Group is seeking an Inquiry Analyst to support the Software and Verticals Research Groups at IDC. The Inquiry Analyst is a first point of contact for Analyst, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Software and Verticals Analysts and get insight on the many facets of the Analyst role at IDC. We are seeking an individual who is articulate, knowledgeable in Internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required along with one to two years of internship and/or professional experience in a research or high technology environment. ***Location: Framingham – MA***
Contact: C. Burton, Fax: 508-935-4432, Email: cburton@idc.com

Sales Manager (WEC)
IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include building long term, mutually profitable relationships with prospects and customers, booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospects tradeshow needs. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 85% over-the-phone inside sales; 15% face-to-face sales at competitive events as well as at client meetings. ***Location: Framingham – MA***
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg

Go to http://careers.idg.com to view all current job opportunities at IDG

Computerworld Japan

continued from page 1

50,000 aimed at IT managers, strategists and researchers. Its chief competition is several publications from Nikkei Business Publications, Inc., which Kawahara called "the most successful publisher of IT-related information in Japan." He said *Computerworld Japan's* edge would be articles contributed by leading experts in various IT fields providing in-depth technical analyses. *Computerworld Japan* will also make use of materials from other publications in IDG's *Computerworld* product line, as well as the IDG News Service. "The worldwide information we have available to us is one of our strengths," he said.

COMPUTERWORLD
Get Technology Right
創刊号
Get Technology Right
Itanium 2
Opteron
UltraSPARC III
POWER4
64ビットCPU
[実力と選択]

e-Gov, which launched Oct. 15, is aimed at local government officials who have a demonstrable need for such a publication. A questionnaire distributed to local governments along with an *e-Gov* test issue earlier this year found that more than 60% of those governments do not have a CIO and that the persons in charge of IT are most often the mayor or prefectural governor or deputy head of the local governments; only 4% have a full-time CIO. *e-Gov's* mission is to help local government officials make informed decisions about IT utilization.

Nine months in development, *e-Gov* will have a targeted controlled and paid circulation of 8,000; 4,500 free copies are distributed to municipal government officials, as well as prefectural and national officials. IDG Japan is also looking to gain subscribers among local IT companies with its "e-Gov 3000 Club." (There are just over 3,000 municipalities in Japan's 47 prefectures, and many are in merger talks.) Membership is 12,000 yen (US$110) per year, and members will receive *e-Gov*, invitations to events and access to an information-sharing site.

e-Gov
創刊号 11
柏崎市発 アウトソーシング

The first issue was 90 pages with 14 pages of ads from companies such as Hitachi, Oracle and Toshiba and featured stories on outsourcing in the city of Kashiwazaki, local government case studies, columns and news items.

For more information on *e-Gov*, contact Editor-in-chief **Fumiaki Azegami** at fazegami@idg.co.jp. *e-Gov's* Web site can be found at www.idg.co.jp/egov.

For more information on *Computerworld Japan*, contact Editor-in-chief Jun Kawahara at jkawahara@idg.co.jp, Sales Manager **Motohiro Miura** at mmiura@idg.co.jp, and Publisher **Yoshitomo Fukuda** at yfukuda@idg.co.jp.The Web site can be found at www.computerworld.jp/. WU

CW Japan through the years

IDG Japan is hoping that its new monthly *Computerworld Japan*, with its emphasis on in-depth analysis, will succeed where predecessors have not. When established in 1982, the company was called Computerworld Japan, Inc. (it was renamed in 1987), and its first publication was an IT weekly with that name.

In 1991, IDG Japan stopped publishing the weekly and introduced *Computerworld Today*, a profitable daily fax newsletter. It went online in 1997; paying subscribers received the newsletter daily via e-mail and had exclusive access to the *Computerworld Today* Web site where they received reliable information about current IT industry news. The fee structure was then lowered to attract a larger readership, a plan that backfired, despite repeated attempts to attract new readers, including free trial offers. At the same time, several free or low-priced IT news services from competitors slowly drained readers away. The paid newsletter and its online site were kept alive to keep a valued audience until new alternatives, including *CIO Japan*, were launched. *Computerworld Today* was discontinued in September 2002.

Linuxworld

continued from page 1

role government agencies are playing regarding innovative use of open source software. *PC-WELT* is planning to publish a special issue on Linux.

As in the past, LinuxWorld Frankfurt benefited from being held at the same facility as the European Banking & Insurance Fair. With the increasing instability posed by computer worms and hackers, a growing number of banks and insurance companies are exploring open source options, said LinuxWorld Frankfurt Show Director Antje Kaeppel.

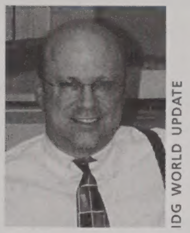
The next LinuxWorld event in Frankfurt will be held Oct. 25-27, 2004. For more information go to www.linuxworldexpo.de or contact Antje Kaeppel at akaeppel@ksmesse.de. WU

Passes for Boston's Childrens' Museum, Museum of Science, free to local, visiting employees

As a corporate member of the Boston Children's Museum and the Museum of Science in Boston, IDG has a limited number of passes for both venues available for distribution to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

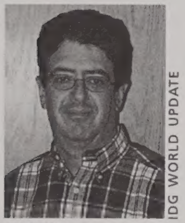
Any IDG employee from the Boston area or any employees planning to visit the area wishing to obtain passes may contact the *IDG World Update* editors at world_update @idg.com. Please give us your name, business unit address and number of passes you would like to receive for which museum. Children's Museum passes are good for admission through June 2004, Museum of Science passes are good through September 2004.

noteworthy people

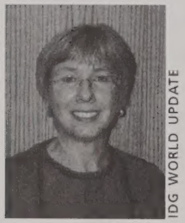


Smith

Johnson



Robbins



Revers

Promotions

Computerworld Executive VP **Matt Smith** adds chief operating officer to his title. "As COO, Matt is going to take an even higher profile role in the operations of CW," said CW President & CEO **Bob Carrigan**. "He will organize and drive our Executive Committee meetings, spearhead projects and act as a point person for initiatives that cross multiple departments. Most of the major initiatives on our plate today are dependent on collaboration among departments. Matt will be looking at these initiatives in a holistic fashion with concern for what makes sense for the company — not just the department — and will add his input and strategic insight to those projects. As anyone who has worked with Matt knows, he is incredibly trustworthy, knowledgeable and dedicated to CW." *matt_smith@computer world.com*

Computerworld Editor-in-chief **Maryfran Johnson** has been promoted to executive VP/editor-in-chief. "Maryfran has been a CW VP for many years and has done an outstanding job leading the Editorial team to deliver an excellent newspaper, week after week, through periods of declining resources," Carrigan said. "All the while, she has raised her profile in the industry ('a powerful industry voice,' as one trade pub refers to her), which has helped to raise the visibility and prominence of the CW brand. Whether it's helping to develop a tagline that works for Edit and Marketing, creating an excellent program for a regional IT Executive Summit, collaborating with the online team to drive registered users and page views, or spending tireless hours on the road with vendors and users, she clearly cares about the larger goals of the company." *maryfran_johnson@ computerworld.com*

New employees

Bio•IT World welcomes Account Executive **Jonathan Robbins**. He was most recently vice president of sales for MediRegs, a regulatory compliance software company. A reporter and employee publications editor earlier in his career, Jonathan has a B.A. in English from Connecticut College in New London, Conn. When he's not ferrying his three teenage children to their activities, he enjoys reading and going to the movies. *jonathan_robbins @bio-itworld.com*

Louise Revers has signed on as marketing programs director for IDC's CMO Advisory Service in Framingham, Mass. She was recently with Genuity as a senior manager, market research. Louise has a B.A. in economics from Hartwick College in Oneonta, N.Y., and an M.B.A. from Babson College in Wellesley, Mass. She enjoys golf and curling in her spare time. *lrevers@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on One

continued from page 3

that China would be an important market for IDG? What is IDG's current role in China, and what do you see as IDG's growth there in the future?

A IDG's mission is to help people all over the world increase their standard of living and quality of life by understanding how to acquire and use information technology well. Since China accounts for 22% of the world population and its people have traditionally shown strong interest in science and engineering, it clearly merited being on our priority list. I first went to China in 1978 and noticed the popularity of newspapers, magazines and books in that country. Therefore, I was pleased to be able to establish two years later *China Computerworld* as the world's first information company joint venture in China.

Since then, IDG's information activities in China have grown by over 35% a year. We now publish 15 magazines and newspapers on technology subjects. We hold 14 major technology expositions in China and operate more than 40 Web sites. And, because of our ownership in several publishing companies in China and our extensive experience there, leading international consumer publishers such as Hearst, Conde Nast, Primedia, Rodale, Emap and National Geographic have asked us to launch and operate their publications in China. We now have 14 such consumer magazines in China.

IDG's annual revenue in China now exceeds $100 million at 20%-plus profit levels in spite of absorbing the launch costs for more than 10 new media projects in China this past year.

In 1992, IDG began re-investing the profits it made in China into promising young technology companies there. This venture capital activity is operated by IDG Technology Venture Investment-China. To date, we have invested in 120 technology companies representing an investment value of over $200 million. IDG has sold its investments in 30 of these companies to date, either by listing them on the stock exchange or selling them to another party. The annual return on capital in these investments has been 48%!

China appears to be on track to become the world's largest technology market by 2035. IDG intends to continue to grow rapidly in China. We expect to launch six new magazines in the next 12 months and many new events and online services. We are forming a national periodical distribution system in China, and we have invested in film studios, a film distribution company and a national TV advertising network. All of this has been possible by re-investing our profits from China into its rapidly growing economy.

In 2020, when IDG reaches its goal of being a $40 billion-a-year company, I believe the size of our operations in China will exceed $7 billion, 70 times its current size!

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

36

Ted Bloom *IDG*

18

Fernando Rodriguez *IDG Spain*

17

Jose Diaz *IDG Spain*
Sergio Saenz *IDG Spain*

16

Karin Lorenz *Computerworld*
Michelle Chase *IDG*

15

John Rousseau *IDG Entertainment*
Donna Fraser *IT World Canada*

14

Fernando Cabello *IDG Spain*

13

Don Seay *Network World*

12

Michael Siggins *CXO Media*
Elizabeth Freedman Girioni *IDC*
Penny McConnell *IDC Canada*

11

Grazyna Skibniewska *IDG Poland*
Ellen Julian *IDC*

10

Adam Gaffin *Network World*
Marc Ferranti *IDG News Service*

9

Chris Lindquist *CXO Media*
Bill Hanck *Computerworld*
Ron Milton *Computerworld*
Silvia Cardinale *IDG Italy*
Seana Dowling-Guyer *IDC*
Lyndsey Pomella *IDG Travel*

8

Carol Sliwa *Computerworld*
Fay Harward *IDG U.K.*

7

Lynne Rigolini *CXO Media*
Pat Thibodeau *Computerworld*
Slawomir Kosielinski *IDG Poland*
Magnus Höij *IDG Sweden*
Denise Pappalardo *Network World*

6

Lee Tuttle *CXO Media*
Yoshio Moriya *IDG Japan*
Sandra Andersson *IDG Sweden*
Asa Granqvist *IDG Sweden*
Javier Nieto *IDG Spain*

5

Dawn Cora *CXO Media*
Kari Curto *CXO Media*
Jean Consilvio *Computerworld*
Kimberly Muri *IDC*
Jean Gimont *IDG France*
Teng Fang Yih *Computerworld Singapore*

4

Emily Henderson *CXO Media*
Linda Rosencrance *Computerworld*
Iben Lillie *IDC Nordic*
Micha van Dinther *IDG Sweden*
Patricia Torralba *IDG Spain*
Thomas Richard *IDC*
Valerie Petit *IDG France*
Frank Netherwood *IDG World Expo*

3

Lucas Mearian *Computerworld*
Matthew Moring *Computerworld*
Danielle Williams *IDC Nordic*
Naota Yokokura *IDG Japan*
Mats Brandon *IDG Sweden*
Israel Vazquez *IDG Spain*
David Shiang *IDC*
Julie Cornell *IDC*
Marjorick Foisy *IDC*
Oliver Coredo *IDG France*
Denise Wang *IDG Australia*
Shane Hannam *IDG Global Solutions U.K.*
Tim Mui *IDC U.K.*
Angela Salmeron *IDC U.K.*
Melanie Liew *Computerworld Singapore*

2

Simona Nardulli *IDG Italy*
Alan El Faye *Bio•IT World*
Jeffrey Hyman *Bio•IT World*
Kelly Klagges *Bio•IT World*
Yong Peng *IDG*
Matt Marshall *IDC U.K.*
Stefan Dubowski *IT World Canada*

1

Donna Anthony *IDG Australia*
Sheila Lam *IDG Hong Kong*
Don Botts *IDG International Publishing Services*
Oliver Harcourt *IDC U.K.*
Mike Sager *IDC Australia*
Christina Tan Wanklyn *IDC New Zealand'*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Computerworld, InfoWorld, CXO Media staff catch the Halloween spirit!

Death takes a holiday: InfoWorld IT Manager ***Kevin Railsback*** *came to IW's Halloween party ready to reap.*

More than 25 Computerworld staffers, just some of whom are pictured here, transformed themselves to take part in the annual spookfest organized by Office Manager ***Linda Gorgone****, a.k.a. Spiderwoman (center).*

MARK HALL

So many women have gone on maternity leave at CXO Media's marketing department that the remaining staff showed no one is immune — even the men!

celebrating 10!

Name
Laura Nurzynski

Home
Northbridge, Mass.

Joined IDC
November 1992 as a Desktop Publishing Specialist.

Career path
Consulting Production Manager, Sales Operations Director, IT Project Director, Go-to-Market Services Project Director

Current title
Project Director for IDC's Go-to-Market Services (GMS) group. My day-to-day work involves managing client-facing projects as well as sales support, operations, and product management for the GMS group.

I joined IDC because
They offered me a job, and I had a feeling "corporate America" was the place for me. I also lived in Framingham at the time and who doesn't want a job without a commute?

What's kept you at IDG for 10 years?
The challenges and opportunities.

Best way someone could compliment you on your work
Thank me for helping them and saying that I exceeded their expectations.

Best piece of advice you've ever received?
This, too, shall pass.

Interests outside the office
Family and friends, knitting, gardening and cooking.

Family
Husband, Darek; two sons, Jimmy, 17, and Sebastian, 2 1/2.

Five people — living or dead — you'd invite to a dinner party?
Julia Child, Kate Chopin, Edith Wharton, and my grandmothers Rose and Pearl (as young women).

What is the last good deed you did?
Offered to care for my best friend's 2-year-old when she goes into labor with her second child. (Any day now!)

As a kid, what did you want to be when you grew up?
A math teacher.

What book is on your nightstand?
Ayn Rand's *Atlas Shrugged* and *Merry Christmas Strega Nona* (for my 2-year-old).

*IDC's **Laura Nurzynski** was the guest of IDG Chairman **Pat McGovern** at a dinner at Boston's Ritz-Carlton celebrating her 10 years of service to the company.*

Your idea of a perfect day alone?
A day on the beach at Cape Cod Bay, walking and sailing, then joining my friends and family at the end of the day for a barbecue on the deck.

What disc is in your CD player right now?
Loreena McKennitt and Santana.

Favorite movie of all time?
A Room with a View by E. M. Forster.

What is your favorite thing to do that doesn't cost any money?
Walk on the beach.

Favorite vacation spot?
Eastham, Cape Cod

Retirement dreams?
Move somewhere without snow and run a small business like a coffee shop, yarn shop or bed & breakfast.

Manager's profile
"Laura is a superior project manager enabling the Go-to-Market Services team to consistently meet its customer commitment of high quality, on time, every time. She goes the extra step to understand customer goals and challenges and makes recommendations on how the customer can improve their own implementation of programs and processes. To the customer, Laura is a trusted business advisor as well as an excellent project manager. To her team and the many others at IDC she works with, she is a high-energy, take-initiative individual — prolific in her job and professional in all that she does. She is a tremendous team player and a joy to work with."

— Clare Gillan, Group VP, New Business Initiatives

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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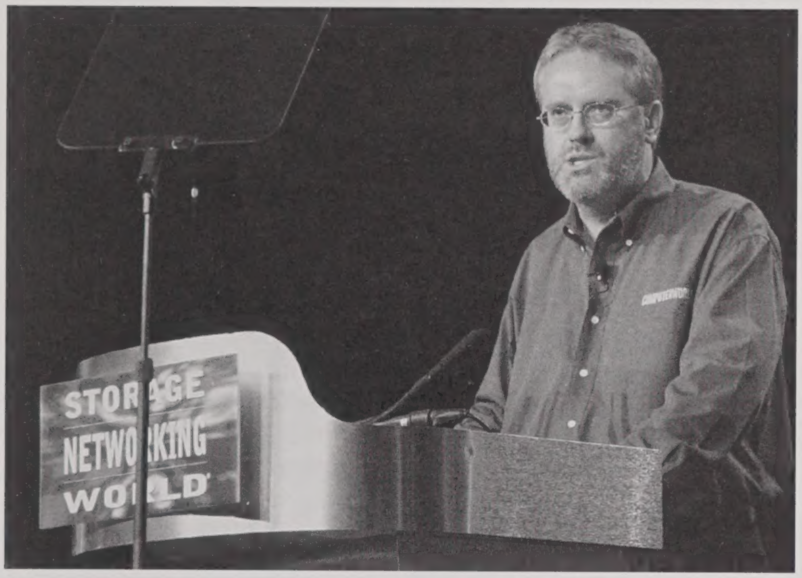
Storage Networking World sets records, generates buzz

The ninth Storage Networking World conference in the U.S. stormed into Orlando, Fla., late last month, packing a record registration of over 2,600, sold out exhibit space and sponsorships and a jam-packed agenda that offered attendees more than 120 tightly focused breakout sessions and tutorials over its four-day run. Produced by Computerworld's Strategic Programs & Events group and co-owned by Computerworld and the Storage Networking Industry Association (SNIA), this twice-yearly event has firmly established itself as the world's largest storage event.



*Computerworld Executive VP/Strategic Programs **Ron Milton** opened the most successful Storage Networking World event of the past four years.*

"This SNW set new records in attendance, sold-out sponsorships, conference sessions and speakers and expanded Computerworld's leading position in the storage event market ahead of TechTarget and Gartner," said **Ron Milton**, executive VP at Computerworld. "While we have had progressively positive feedback from past SNW events, the stars seemed perfectly aligned for this one. The attendees and sponsors responded with the kind of high satisfaction and buzz reminiscent of the height of the bull market of the late '90s," Milton added.

"The SNW Fall event kicks off a fast start in FY04 for Computerworld, exceeding our financial plans and attendance and sponsor expectations," said **Matt Smith**, EVP and COO.

continued on page 4

GAMEPRO 电玩帮
JAK II
软件导刊
GameStar 游戏族

Each new title plans to organize branded game tournments.

China's games publications target fast-growing market

IDG's games-related product lines have arrived in Beijing. *GamePro* and *GameStar*, launched last August and September, respectively, target a predominantly male reader base aged 15 to 30 years old. Each title has seen a steady rise in subscriptions, newsstand sales and ad pages.

A monthly, *GamePro China* targets the console game market, which is poised for major growth in China with Sony's introduction of PlayStation2 to the country next month. In addition to games reviews and strategies, *GamePro* will also cover the culture of games and trendy digital products. Its first issue had a folio of 164 pages and an initial circulation of 50,000. Its Web site is www.gamepro.com.cn.

Other *GamePro* editions are published in the U.S., Germany and Greece and as of this month, Australia.

Like its counterparts in Germany, Hungary, Poland and the Czech Republic, *GameStar China* covers the PC games market with games reviews, gaming tips, testing and evaluation of computer hardware, coverage of the new but increasingly popular network gaming arena in China, interviews with gamers and more. A monthly, the first issue had 30 ad pages with a folio of 160 pages and an initial paid circulation of 100,000 copies. The Web site is at www.gamestar.com.cn.

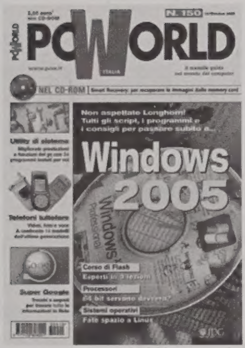
Publisher **Rebecca Yin** oversees both publications. Her teams are looking into organizing game tournaments and a TV program for each product line.

For more information contact IDG China Director of Corporate Communications **Karen Ren** at karen_ren@idg.com.cn.

in brief newsworthy

New look for *PC World Italia*

IDG Italy recently redesigned *PC World Italia* in order to make it more readable and stand out from its competitors on the newsstand. Last redesigned in 1997, the Milan-based monthly now sports a late-breaking news section, an industry gossip and reader mail section, as well as a "Service Disk" CD offering shareware and software.



"The editorial is renewed; more technical yet more comprehensive. The magazine can be read in two ways now," said Editor-in-chief **Amedeo Novelli**. "Fast — reading the titles, technical summaries, and boxes — or fully with all the text and references to offerings on the Service Disk."

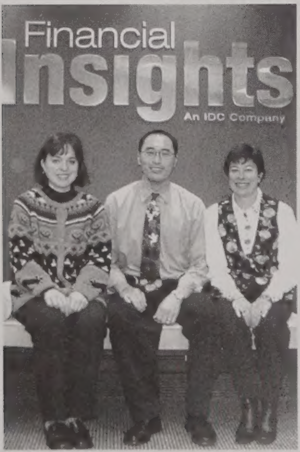
Marketed and advertised in Italian newspapers, bookstores and airports, the first redesigned issue also came bundled with "Synapse," a DVD movie thriller set in the world of IT, and cost 9 euros (US$10).

PC World Italia has also joined with technical book publisher Apogeo on a series of single-themed books. The July/August issue was bundled with a 315-page Photoshop 7 manual designed to answer readers' questions about the photo manipulation program. Containing all new material, more than 100,000 copies were sold, up from the 65,000-copy sales average. *PCW Italia* used several packaging options. Readers could buy just the magazine alone or pay an extra 3.5 euros ($4.00) for a copy bundled with the Photoshop guide. Subscribers were sent a promotional card with their issues and could buy the book alone for 5 euros ($5.75), which 1,500 chose to do.

The second PC World/Apogeo collaboration, this one on Macromedia's Flash MX application development software, will be released this month; upcoming manuals will focus on security and wireless.

Contact IDG Italy Marketing Assistant **Claudia Cavalleri** at claudia_cavalleri@idg.it.

IDC's Financial Insights marks first year



(L-R): ***Christine Woltag***, *senior account executive;* ***Gene Kim***, *senior analyst;* *and* ***Deb Stark***, *marketing director.*

Financial Insights celebrated its first birthday as an IDC company last month. It was one year ago on Oct. 31, that IDC purchased Newton, Mass.-based Meridien Research, a five-year-old company providing research and advisory services to the financial services industry. That company was merged with IDC's existing Financial Services Advisory group and relaunched as Financial Insights, an IDC company, earlier this year. The occasion, falling on Halloween, inspired some employees to don seasonally appropriate celebratory garb.

Financial Insights' Michon Schenck delivers keynote at banking awards

(L-R): ***Deborah Williams***, *Group VP, Capital Markets and Corporate Banking;* ***Brien Henderson***, *VP, Worldwide Sales;* ***Michon Schenck***, *COO.*

Financial Insights, an IDC company, recently participated in the *U.S. Banker* "Top 25 Most Powerful Women in Banking" awards banquet held at the Palace Hotel in New York City, Oct. 29. The company was a sponsor of the awards program, which was held for the first time this year. COO **Michon Schenck** delivered a keynote speech to the audience of more than 200 attendees from some of the most prestigious financial institutions in North America.

Passes for Children's Museum and Museum of Science in Boston are free to local, visiting employees

As a corporate member of the Children's Museum and the Museum of Science in Boston, IDG has a limited number of passes for both venues available for distribution to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

Any IDG employee from the Boston area or any employees planning to visit the area wishing to obtain passes may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive for which museum. Children's Museum passes are good for admission through June 2004. Museum of Science passes are good through September 2004.

Go to the Online IDG Directory for contact information

The online IDG Directory (www.idgdirectory.com or on Lotus Notes) contains contact information for employees and business units worldwide and lists the publications and Web sites at each company. The records' specific details include addresses, telephone and fax numbers, employee titles and e-mail addresses. Use your IDG Central password to access the site or go to http://idgcentral.com and fill out a request online.

one on one the interview

John Rousseau

The president, CEO and publisher of IDG Entertainment is this week's columnist. Reach him at jrousseau@gamepro.com.

IDG Entertainment at-a-glance

Year established 1989

Number of employees 49

Products *GamePro* and *Code Vault* magazines, GamePro.com, *Industry White Paper, GamePro Report,* GamePro Action Disc, the *GamePro* and Best Buy Summer and Holiday Buyer's Guides

Web site
www.gamepro.com

***Q* Earlier this year you changed the company name from IDG Games Media Group to IDG Entertainment. Why?**

A Our name change is part of our overall strategy to focus on the interactive and electronic entertainment industry as a whole, which may include launching products whose editorial content includes music, movies, digital toys and high-tech gadgets. Video gaming has moved from being a kid's pastime to leading a mass-market phenomenon. In fact, IDC reports that electronic and interactive entertainment will lead the digital home revolution. There is a new mass-market consumer of electronic and interactive entertainment. We call this technology-savvy person the "Best Buy" buyer. It is critical to our company's growth that we are positioned to develop products and offerings aimed at this lucrative target. Changing our name and positioning is the first step in a series of moves we expect to make over the next year.

***Q* Do you currently or are you considering in the future charging for any portion of your online content?**

A A keen focus on growing online traffic and revenue and in leveraging GamePro.com to generate print subscriptions will continue to play an increasingly important role in our overall business strategy. It is clear that our audience lives online: researching new games; looking for cheats, codes and strategy; and connecting with other gamers. Similar to other business units, we are faced with the challenge that almost all content is free on the Internet.

With close to two million unique visitors monthly, GamePro is one of the leading gaming sites. We are seeing an increase in online advertising budgets and are only limited by the inventory we generate to sell. We will test charging users at some point in FY04. We are focused on taking ad dollars off the table by creating and selling programs that demand higher CPMs like our custom microsites (which we did 17 of in the last 12 months) and rich media offerings.

There is a great deal of activity, including possible mergers and acquisitions, in the online games arena these days. We are evaluating what course of action best fits IDG's plans for this market sector going forward.

***Q* Have you been affected by the economic downturn of the past couple of years to the same extent as other IDG publishing units?**

A Many factors over the past two years have affected our business with the economy being one, but we are also faced with challenges unique to the electronic entertainment industry. While the electronic entertainment market is steadily growing with a 10% year-over-year growth for 2002 (as compared with 2001) the market originally was projected at a 25% growth in 2002. This slowing growth is continuing in 2003.

Consolidation is happening within the games publishing business, with many companies decreasing the number of game titles they are releasing this year. As a result, there are fewer games to advertise. Similar to many markets, the gaming market is truly cyclical based on new hardware releases as vendors wait to release games and buyers stall their buying until the next new console and the corresponding games are released. We are currently at the end of a cycle, which means every one of our customers is feeling the revenue pain as buying has constricted.

The other factor affecting us is new competition. Not only is the market crowded with traditional competitors (other gaming magazines), but we are now faced with increased competition from broad-based lifestyle magazines and even television. Gaming has entered the mass market, and as a result, everyone wants a piece of the marketing dollars, from large circulation men's magazines to cable and network television.

While there are challenges, the market continues to grow and to be strong. We will continue to invest in the people and resources needed to create new products and to refine existing ones. Our management team is challenging everyone at IDG Entertainment to clear their minds of the old ways of working and to seek out innovation and fresh ideas designed to take advantage of this dynamic industry.

***Q* Do you do anything in the area of custom publishing?**

A Based on our success with custom publishing in FY03, it is an integral part of our business development efforts in FY04. We look to potential partners who can provide significant distribution of *GamePro's* editorial content and who can benefit from leveraging our editorial expertise. Our most successful example to date was our Best Buy Summer Buyer's Guide. This guide, written and designed in-house by *GamePro's* editorial team, was distributed in over 575 Best Buy stores nationwide and promoted in Best Buy's national Sunday circulars.

Our sales team sold this program with great success as it provided an effective and innovative promo-

continued on page 7

SNW practices benefit other CW events

Given its understanding that "content is king," it is not surprising that Computerworld's Strategic Programs & Events group devotes much time and attention to developing and fine-tuning program offerings.

The process begins several months before each event with a call for presentations based on input from the market and the Storage Networking World (SNW) board. The board is made up of several Computerworld and Storage Networking Industry Association (SNIA) representatives who help vet the hundreds of formal presentation submissions. "The call for presentations is issued twice each year (once in advance of each event) and is publicized among and sent to any and all storage-related contacts we can get our hands on — literally tens of thousands of storage professionals involved in all aspects of the industry — user, analyst, channel, vendor and so on," said Director of Event Marketing & Conference Programs **Derek Hulitzky**.

The group then selects those proposals that help to build out a strong program lineup. In addition, SNIA manages a portion of the tutorial presentations, and their content is based on grassroots needs of the attendees, many of whom are SNIA members.

"Like any good event, we collect and tabulate content evaluations from each event and rely on the results to help plan future sessions," Hulitzky said.

"The sheer volume of sponsors and attendees we work with twice a year at SNW forces us to always consider efficiencies that wind up being applied to our other conferences," Hulitzky added. "This pertains to all aspects of marketing and producing our events, including staffing and onsite management; registration; content development; public relations; catering; infrastructure; onsite technology and everything else in between."

SNW

continued from page 1

According to Events Program Manager **Michael Meleedy**, the group processed more than 2,600 registrations — another SNW record. "We not only filled but exceeded our room blocks at our hotels," Meleedy said.

Added **Ann Harris**, director, Event Sponsorship Sales, "We literally sold out of all available expo space and sponsorships — a feat generally unheard of in today's climate."

The outstanding turnout was the result of several factors. "The event's reputation continues to gain ground in the market," said Director of Event Marketing & Conference Programs **Derek Hulitzky**. "We marketed to attendees more precisely and more than ever before, and we posted our agenda earlier, widening the audience of potential attendees. The fact that the sales team was able to sell out the expo space and the sponsorships also created positive momentum that helped convey the idea that this is *the* event to choose."

Most important, however, he said, is the team's focus on providing outstanding content. "We've got a group of people who know and respect the fact that content is king. Everyone understands that without great content, we cannot draw the people our sponsors and exhibitors want to reach."

And by all accounts, SNW did just that. "We've had more feedback than ever before that the expo was crowded with end users," Hulitzky said. "This is heartwarming, since it was no accident. Our competitors are nipping at our heels, and the positive buzz from this event will give us a solid foothold as we continue to break away from the pack."

BEST PRACTICES IN STORAGE
Sponsored by
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where information lives

*Computerworld CEO and Publisher **Bob Carrigan** (right) presented an SNW Best Practices in Storage Award to Mark Padovani of Dell (center). On the left is LEGATO President David Wright.*

Another popular draw was the announcement of the winners of the SNW Best Practices in Storage awards. "The awards honor the hard and smart work of individuals in technology-using companies who are leading the way with today's storage technologies," said **Leo Leger**, VP, Strategic Initiatives. Winners were selected by a panel of 11 enterprise and storage industry experts who evaluated the case study submissions of 50 finalists that profiled the company, its IT department and storage challenges and the application deployment details, summaries of key technologies used and measurable outcomes.

For more information contact Derek Hulitzky at derek_hulitzky@computerworld.com. WU

Briefing attracts overflow crowd thanks to closer ties between IDC, CW

Although IDC has had one or two speakers featured at Storage Networking World since the event launched four years ago, this year the two companies expanded their partnership to include an IDC Breakfast Briefing that attracted more than twice the anticipated pre-registered crowd of 250.

During the three-hour program, IDC speakers focused on Sweet Spot Technologies for 2004 (**Robert Gray**, research vice president, Storage Systems); Storage Systems Update (**Charlotte Rancourt**, research director, Storage Systems); Storage Networking Grows Up (**Rick Villars**, vice president, Storage Systems); Storage Software Market Update (**Bill North**, director of research, Storage Software); The Role of Partners in Information Lifecycle Management (**Janet Waxman**, vice president, Hardware Channels Research); and Storage as a Service (**Doug Chandler**, program director, Storage and Data Management Services). Group Vice President, Worldwide Storage Research **John McArthur** served as host of the briefing.

Explaining the overwhelming response to the briefing, IDC Director of Market Development **Christina Casey** said, "I think it was a combination of the right environment and high demand for unbiased, bigger picture market data, forecasts and trend analysis, which are IDC's core capabilities. The IDC content was very complementary to SNW because it provided reference and context for the rest of the conference agenda," she said.

The IDC team worked closely with all the members of Computerworld's Strategic Programs & Events group to make sure all joint marketing activities were coordinated, and "to everyone's credit," said Marketing Programs Manager **Pennie Robinson**, "there was a seamless flow in the effort to make the event a success."

"The SNW show was a perfect example of how IDG sister companies can partner to deliver greater value to our customers and to build IDG brand loyalty overall," Casey noted.

IDG

November 17, 2003

District Sales Manager (CXO)

CXO Media is looking for a District Sales Manager who will be responsible for prospecting, maintaining, and increasing sales of ad pages and integrated programs for CIO Magazine. Ideal candidate will possess a minimum 3 years experience in hi-tech ad sales, be familiar with tech community accounts and a self-starter. Candidates must also possess excellent communication and presentation skills. Knowledge of the hi-tech industry is essential and an understanding of the elements which create opportunity in the advertising community a plus.

Location: San Francisco – CA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Manager, Retail Financial Services (FINS)

Financial Insights is seeking a Research Manager to be responsible for starting a new service within the Retail Financial Services practice. This role will write European-focused analysis to be sold as a global product. This new area will cover European developments within the Retail Financial Services arena. The Research Manager will primarily be responsible for producing the research, supporting European customers, as well as the marketing and sales in the European Markets. This is a relatively public role with many client-facing and industry-facing responsibilities. The Research Manager also maintains responsibility for building the reputation and the revenues of the services within their domain. Overall responsibilities include developing the research agenda, writing research reports and briefs, cultivating industry visibility, working with sales to generate new business, responding to client requests, identifying opportunities for custom research, and maintaining current knowledge on the industry, technology and vendor market. Please see financial-insights.com for a full description. ***Location: European Office***

Contact: Email: careers@financial-insights.com

Research Manager, Capital Markets (FINS)

Financial Insights is seeking a Research Manager to be responsible for starting a new service within the Capital Markets practice. This role will write European-focused analysis to be sold as a global product. This new area will cover European developments within the Capital Market arena. The Research Manager will primarily be responsible for producing the research, supporting European customers, as well as the marketing and sales in the European Markets. This is a relatively public role with many client-facing and industry-facing responsibilities. The Research Manager also maintains responsibility for building the reputation and the revenues of the services within their domain. Overall responsibilities include developing the research agenda, writing research reports and briefs, cultivating industry visibility, working with sales to generate new business, responding to client requests, identifying opportunities for custom research, and maintaining current knowledge on the industry, technology and vendor market. Please see financial-insights.com for a full description. ***Location: European Office***

Contact: Email: careers@financial-insights.com

Research Manager, Technology Panels (IDC)

IDC's Personal Technology and Services Group is recognized as the industry standard for understanding and forecasting the market for a variety of devices and services serving enterprise, consumer, and vertical markets. The Research Manager position will support the group's primary research initiatives specific to its online panels of mobile users and consumers. The primary focus of the role will be to manage and conduct the group's online panels, building communities of unique individuals that will be surveyed on a quarterly basis. Specific tasks include developing questionnaires based on client feedback, analyzing and publishing survey results, and producing in-depth CIS and custom research based on the results. In addition, the Research Manager will help grow the base of existing clients for the Mobile User CIS and affiliated research projects. The position will require a high degree of interaction with the Personal Technology and Services team and its partners, and IDC clients. Candidates should have 8+ years of market research experience specific to technology markets and be comfortable engaging in detailed syndicated and custom surveys, formulating analysis based on those results, and acting as one of IDC's spokespersons on emerging mobility trends.

Location: Framingham - MA

Contact: Email: idc_jobs@idc.com

Program Director, Conferences (IDC)

The IDC US Conference Business has added a new position, Program Director, to the conference team. The Program Director will have P&L responsibility for a series of public conferences and will focus on launching and developing events that drive an end-user audience. Primary responsibilities include: researching topics with primary and secondary market to determine unique value proposition that will produce 40% gross profit margins; working closely with internal analysts and external primary market advisors to develop program content; recruiting of internal and external speakers; identifying target audience and key sponsors and communicating this information to sales and marketing; working with marketing to secure co-sponsorships from leading industry publications and associations; developing a compelling sales pitch and participating on sales calls with potential sponsors; traveling to events and working with operations team on-site; managing custom events as needed. Candidates must have strong business development and financial skills and excellent written and verbal communication skills. The ideal applicant will have prior conference content management experience or experience as a journalist at a paid circulation publication.

Location: Framingham – MA

Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

IDC EMEA's eGov conference replicates last year's success

eGov tours Europe

IDC unveiled the results of its eGovernment in Italy research, which provides a complete overview of governmental efforts to deliver online services to citizens and companies. Numerous IDC offices around the world conduct their own e-government research, and the European Vertical Markets Expertise Center, based in Milan, also covers the topic and provides overviews for selected countries in the region.

IDC holds similar e-government events in Madrid, Stockholm, Copenhagen, London, Dublin, Vienna, Helsinki, Paris and Amsterdam.

Last month's eGovernment Conference in Rome marked the opening of the fiscal year for IDC's EMEA (Europe, Middle East and Africa) Conference Group, which has more than 120 events in 22 countries lined up so far. The event provided leading Italian public administration representatives with an authoritative and timely update on the developments and trends in e-government in Italy and abroad.

With 14 sponsors and more than 300 delegates, of whom approximately 200 were end users, this year's event mirrored the 2002 debut.

"One of the key factors contributing to the success of this event was having Lucio Stanca, Italy's Innovation and Technologies minister, as a keynote speaker," said IDC EMEA President **Roberto Masiero**, who oversees IDC's conference business worldwide. "He brought us first-hand experiences on the present situation as well as development forecasts for Italian government initiatives. Another critical element has been the support of the Ministry of Innovation and Technologies, which helped promote the event's importance to public administrators."

*Italy's Innovation and Technologies Minister **Lucio Stanca** (left) and IDC EMEA President **Roberto Masiero** were among the event's speakers.*

Stanca's speech focused on the need to increase the technological education of the Italian people and to drive small- and medium-enterprise access to digital technologies. Thirty percent of Internet traffic in Italy is generated by public administrators, and the rate of Internet usage by public administrators is much higher than that of families and companies, he noted. Italy has climbed from 12th to ninth place in the European Union's e-government ranking.

Masiero spoke at the event as well as IDC Southern Europe Group Vice President **Ezio Viola** and Vertical Market Research Vice President **Luisa Bordoni**.

For more information contact IDC EMEA Marketing Communication and Database Specialist **Claudia Corradi** at ccorradi@idc.com. WU

Computer Partner's channel awards boost title's visiblity

IDG Germany's *ComputerPartner* presented its eighth annual Channel Champions awards at the IT Systems Fair in Munich last month. The awards aim to better the relationship between manufacturers and the channel.

Each year a market research firm is hired to poll 1,200 resellers, which vote for the best manufacturer in six categories. Criteria include brand awareness of the product and the partnering qualities of the manufacturers.

*ComputerPartner Publisher **Alessandro de Bochdanovits** (left) and Editor-in-chief **Damian Sicking** (right) flank representatives from the winning companies.*

"For us, Channel Champions is a great marketing opportunity," said *ComputerPartner* Editor-in-chief **Damian Sicking**. "People like 'Who is the best and who is the worst?' rankings, so this brings us a high awareness." He said many winners publish the results in their marketing materials and internal publications, and some run ads in *ComputerPartner* thanking readers for voting for them.

The 2003 Channel Champions and their categories were: Hewlett-Packard Co. (Printers; PC and Notebooks); Sony Corp. (Computer Monitors); Adobe Corp. (Software); Cisco Systems, Inc. (Networks); and Ingram Micro Distribution GmbH (Distributors).

More than 100 owners and manufacturers attended the event. Sicking gave out the awards, along with Publisher **Alessandro de Bochdanovits**.

For more information contact Damian Sicking at dsicking@computerpartner.de. WU

noteworthy people

McKie

IDG WORLD UPDATE

Kipo

IDG WORLD UPDATE

Higham

CATHERINE KEARNS

Buckler

MICHELE NELSON

Witchel

MICHELE NELSON

Binan

MICHELE NELSON

Promotions

Senior Human Resources Representative **Julie McKie** has been promoted to human resources manager, working with *PC World*, *InfoWorld*, Mac Publishing and IDG Central Services in San Francisco. "In each of her four-plus years with *PC World*, Julie has added new areas of responsibility and polished up the old ones," said **Kate Coldwell**, VP, human resources. "It has been one of the best parts of my job to see her grow and succeed in challenging new areas. She is the friendly, concerned ear when you have problems or questions. And she is the efficient administrator who makes sure that your benefits are in place, that you get paid correctly, and that you have the information you need whether you are a new hire or an old one. As Julie once put it, she serves as a 'resource for all the humans.'" *julie_mckie@pcworld.com*

New employees

IDC's Services research group has hired **Christopher Kipo** as a consulting director. He was previously a senior business consultant for NerveWire, a management consulting and systems integration firm. Chris has a B.A. in sociology and a minor in Japanese history from Connecticut College in New London, Conn. After hours he's an avid mountain biker and enjoys traveling. *ckipo@idc.com*

IDG Global Solutions in Staines, U.K., welcomes Manager, International Sales **Darren Higham**, who was recently group sales manager at CMP. Darren counts among his hobbies soccer, music ("rock to opera and everything in between"), salsa dancing and the cinema. While at CMP he was part of the sales campaign of the year in 2002 and voted as soccer player of the year in 2002/03. *darren_higham@idg.com*

Networld World Fusion welcomes Regional Sales Manager **Scott Buckler**, who's based in Oakland, Calif. He recently held the same title for CMP, where he worked on *Communications Convergence*. Scott has a B.A. in French from the University of Colorado/Boulder. He enjoys snow skiing, hiking, biking, cooking and his latest venture, sea kayaking. *sbuckler@nww.com*

At Network World's headquarters in Southborough, Mass., **Jennifer Moberg** has signed on as account manager for California and Nevada. She was previously a commercial account manager for RCN Corp. A new mom, she tries to find time for writing as well as singing and acting in community theater. *jmoberg@pcworld.com*

Macworld U.K. has hired **Sarah Owen** as e-marketing executive. She was previously marketing manager at the Royal Pharmaceutical Society of Great Britain's pharmaceutical press division. She holds a B.A. in design and media management from Thames Valley University and is currently working toward an M.A. in writing at Middlesex University. She recently spent a year touring Australia, New Zealand, Asia, India and the U.S. *sarah_owen@idglondon.co.uk*

IDG Entertainment has hired **Amy Gershman** as its East Coast ad sales manager based in New York City. She was previously at Ziff-Davis' *eWeek* as regional sales manager, where she won the 2003 Sales Excellence Award. A graduate of the University of Arizona/Tucson, Amy holds a B.A. in marketing. She also spent a semester studying at Lorenzo de Medici in Florence, Italy. Amy is a nationally ranked competitive equestrian in the Amateur Jumper division. *agershman@gamepro.com*

Jenni Hassett joins IDG Entertainment's New York sales office as East Coast sales associate. She was previously an ad sales assistant for Wenner Media's *Men's Journal*. She holds a high school diploma with a concentration in environmental studies and enjoys swimming, painting, writing, and dancing. *jhassett@gamepro.com*

IDG Entertainment's new business modeling manager is **Stacey Witchel**. She was previously VP/finance with Oxygen Media and holds a B.S. in accounting from Lehigh University in Bethlehem, Pa. She enjoys cooking, swimming, and hiking and recently took time off from the working world to live in Costa Rica. *switchel@gamepro.com*

Returning employees

Previously senior account executive at UGO.com and now online advertising sales director for GamePro.com, **Bill Binan** returns to IDG after a two-year absence. He joined IDG in 1995 and worked for several business units, with his most recent stop at IDG Communications as vice president, East Coast Online Sales. Bill has a B.A. from Bates College in Lewiston, Maine. A videographer and budding DJ, Bill spent the summer of 2001 filming and editing a marketing video for BringItOn Tours while on the island of Ibiza, Spain. *bbinan@gamepro.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Correction

In a caption accompanying the Computerworld staff Halloween photo in last week's issue of *IDG World Update*, Editorial Assistant **Cheryl Dudek**'s name was inadvertently omitted as one of the party orgranizers. Cheryl is pictured above (left) along with co-organizer Office Manager **Linda Gorgone**.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

12

Irene Ford *IDC U.K.*
Karen Weiss *Network World*
Patrick Gorman *IDC*

10

Henrik Petersen *IDG Denmark*
Mats Öhman *IDG Sweden*

9

Piper Fowler Sheer *Computerworld*

8

Gillian Thompson *Macworld U.K.*
Peter Gremlin *IDG Sweden*

7

Slawomir Kosielinski *IDG Poland*
Henrik Svidén *IDG Sweden*
Makoto Obuchi *IDG Japan*

6

Guy Dixon *PC Advisor*
Alain Ledoux *IDG France*
Djuna Woods *IDC*
Meredith Levinson *CXO Media*

5

Lucy Timms *IDC U.K.*
Nancy Sarlan *Network World*
Jason Meserve *Network World*
Bonnie Aarons *IDC*
Albert Pang *IDC*
Francis Hare *IDC*
Michele Nelson *IDG Entertainment*
David Rosenbaum *CXO Media*
Ellie Schwab *CXO Media*

4

Ben Gibb *IDG New Zealand*
Christian Bütikofer *IDG Switzerland*
Justin Katz *IDC*

3

Amanda Trayes *IDG New Zealand*
Stephanie Merrill *IDG World Expo*
Noura Aftis *IDG France*
Alex Slawsby *IDC*
John Richard Gole *IDC*
Jennifer Thorwart *IDC*

2

Gábor Marosvári *IDC Hungary*
Iain Scott *IDG Australia*
Cécile Pincet *IDG France*

1

Jon Roe *IDG New Zealand*
Brad Hill *IDC Australia*
Sarah Long *IDC New Zealand*
Elissa Simposon *IDC U.K.*
Fung-Yee Tang *IDC U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Nominate a colleague for the Corporate Boviard STAR Award

Has a colleague at one of IDG's U.S. corporate business units provided you with outstanding service or gone over and above the call of duty? Why not nominate that person for a Corporate Boviard STAR Award? Up to three winners will be selected by the selection committee and winners will receive a crystal star-shaped paperweight as well as a cash award.

Employees from the following business units are eligible for the award: IDG Corporate Accounting, IDG Corporate Support Center, IDG Global Solutions, IDG Corporate Credit, IDG Corporate Finance, IDG Corporate Tax, IDG Corporate Legal, IDG Travel, IDG Human Resources, IDG Information Services, IDG List Services, IDG Research Services and IDG International Publishing Services.

Nomination forms were included in the Oct. 27 issue of *IDG World Update*. You may also request a nomination form from **Lucy Sheehan** (lucy_sheehan@idg.com). Hurry! Nominations are due by Nov. 21.

One on one

continued from page 3

tional and reach vehicle for our customers. Best Buy benefited by providing its customers with valuable and respected advice on new summer games and from giving buyers a reason to pick up the guide in the stores. The most successful custom publishing programs come out of a partnership where both sides bring a tangible value to the table.

Q What sort of reader revenue initiatives have you undertaken?

A As a newsstand and paid circulation publication, reader revenue is a very important part of our business. As a result, we are constantly looking for ways to maximize revenue from newsstand sales and subscriptions for both *GamePro* and *Code Vault* magazines. In 2003, we increased the cover price of *GamePro* from $4.99 to $5.99. Additionally, in February 2004, we are launching "GamePro EX"— a premium program whereby subscribers can choose to receive all of the polybag items that come in newsstand copies (e.g., posters, stickers, *GamePro's* Action Disc, etc.) for a premium subscription price. As part of reader revenue initiatives, we will continue to look at potential new products to launch to our readers as we did with *Code Vault* magazine in FY03.

> *In February 2004, we are launching "GamePro EX"— a premium program whereby subscribers can choose to receive all of the polybag items that come in newsstand copies for a premium subscription price.*

Q What's the single best idea you've implemented over the past year to improve business?

A Launching a business development department. There are only so many potential deals I can look at and effectively evaluate. I've learned that when your dedicated sales department (online and print) start to focus on new business ventures or custom publishing, things start falling through the cracks with the day-to-day operations of a professional sales organization. It is paramount to a successful sales team that they keep 100% focused on the customer at all times.

Q How much time — if any!— do you spend playing any of the games *GamePro* covers? Any favorites?

A Video-game enthusiasts span all demographics, including age, gender, socioeconomic class and ethnicities. In fact, 60% of all Americans or approximately 145 million people play video games (ESA 2003). One of the perks of working for IDG Entertainment? Playing video games. I am a big fan of sports titles and play Bob the Builder with my kids. At the end of a long day, my favorite game is only an arms' reach away in my office: a full-size NFL Blitz arcade machine.

celebrating 10!

Name
Setsuro Tamai

Home
Tokyo

Joined IDG
January 1990 as the representative for IDG World Expo Japan.

Career path
1990-1993: representative of World Expo unit in IDG Japan.
1993-1999: president of World Expo Japan, Inc.
1999-present: president & CEO of IDG Japan, Inc.

Current title and responsibilities
President & CEO of IDG Japan, Inc. Country manager and managing director for both publishing unit and World Expo unit.

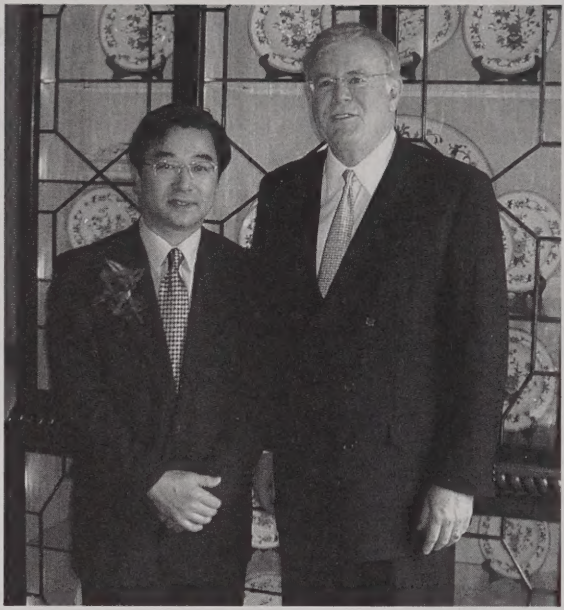
Most challenging part of your job
Finding ways for the publishing business of IDG Japan to collaborate effectively with the World Expo business.

Latest accomplishment
CIO magazine is now the fastest-growing and most profitable magazine at IDG Japan. I helped launch the publication in 1999 without much knowledge of the publishing business.

Memorable moment at work
The first Macworld Expo/Tokyo held in 1991 attracted more than 50,000 attendees. At the time, World Expo Japan had only two staff members — myself and one assistant.

I joined IDG because
At the time I joined IDG I had been working in the semiconductor industry, and I knew the future of IT was bright.

What's the most rewarding thing you've ever done, in the office or outside?
Returning profits every year to IDG since I started with the company in 1990.



*IDG Japan President and CEO **Setsuro Tamai** marked his decade of service with the company during a luncheon at the Four Seasons Hotel in Tokyo, compliments of IDG Chairman **Pat McGovern**.*

What's kept you at IDG for 10 years?
Pat McGovern's business philosophy.

Best piece of advice you've ever received?
"Make a Drama" — business is like a drama; and "My five minutes is your one hour" meaning do not waste a customer's money or time.

One possession you'd grab if your house were on fire?
Family photo album.

What disc is in your CD player right now?
A CD by a European jazz trio featuring saxophonist Charlie Mariano.

What sports do you play?
Golf

Favorite vacation spot?
A hot spring a couple hours drive from Tokyo.

Retirement dreams?
Visiting many cities of historical importance in areas like Eastern Europe and China and creating a Web site where I will post all of my photographs.

Don't bug me

Engineers have been referring to "bugs" — flaws in a piece of machinery — since the 1800s. But the 'computer bug' is of more recent vintage. Back in 1947, Grace Murray Hopper was toiling away at Harvard's Mark II computer and found a moth lodged in the components. She extricated the ill-fated beastie and pasted it into the computer's logbook, with the notation "First actual case of bug being found." The terms 'bug' and 'debugging' entered the vernacular almost immediately thereafter. The famous moth now resides in the Smithsonian, where it fascinates computer historians and annoys entomologists, who know that technically a moth is not a true bug.

*— as reported by PC World Contributing Editor (and InfoWorld Editor-in-chief) **Steve Fox** in the October issue of PC World.*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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IDG's new publishing partner rolls out *PC World Thailand*

PC WORLD
THAILAND
Bluetooth
MEGA Storage GO
Broadband
Easy Registry

PC World Thailand has a staff of 18.

Thailand is the latest country to embrace the *PC World* brand, and the fledgling publication got off to a fast start during a well-attended September launch event. The publication is being produced by The Aspirers Group (TAG), IDG's new publishing partner in Bangkok.

PC World Thailand debuted with 26 ad pages in a 182-page folio. About 90% of the content is currently from the U.S. edition, but TAG plans to increase local content in the coming months to 50%. While most Thai magazines are sold on the newsstands, TAG is aiming for an eventual subscriber base for *PC World Thailand* of 20,000.

As part of the pre-launch marketing campaign, *PCW Thailand*'s staff developed a sample issue, *PCW Thailand Lite*, and distributed it during mini-roadshows at computer stores and office buildings and mailed it to a prospect list. Subscribers were lured with a buy-one-year, get-one-year-free program. To boost visibility, *PCW* staff selected those vendors that they deemed worthy of PCW World Class Awards, a program used in the U.S. and other countries to honor the best in computers, hardware, software and the Internet based on performance, value, consistency and innovation.

PC WORLD
THAILAND

IDC Thailand Country Manager ***Jason Caddies*** *(left) and PC World Thailand Editor-in-chief* ***Prateep Yongkhet*** *at the launch event.*

"We used our good connections with one of

continued on page 4

Mac Publishing explores digital delivery with new quarterly

Mac Publishing last month launched *Mac Developer Journal*, a digital-only quarterly for software developers creating applications for Apple's Mac OS X. Providing information to help new programmers taking advantage of OS X's Cocoa development system and built-in Unix layer, *Mac Developer Journal* is being published in conjunction with O'Reilly & Associates of Sebastopol, Calif., which produces books, conferences and online sites for software developers.

Mac Developer Journal uses Zinio technology, which delivers magazines in a digital form with the same layout, text and ads as print versions. Zinio users can search the issue, access additional information via hyperlinks and highlight and make electronic notations in the magazine. Issues also will include rich media in both editorial and advertising, allowing full audio, video and animation capabilities.

"It's designed to read like a regular magazine," said *Macworld* Editor-in-chief **Jason Snell**, who will co-edit *Mac Developer Journal* with Derrick Story, managing editor of O'Reilly's macdevcenter.com site.

Mac Developer Journal is largely a reader revenue project. An annual subscription for four issues is $49.95, with a single copy price of $19.95. "For it to succeed, people need to pay for it," Snell said. "Ad sales are a bonus for us. Our rates are great for small advertisers to reach this targeted market. It's incremental revenue and helps our relationship with those small advertisers. *Mac Developer Journal* will not fail because of lack of ad sales, it will succeed or fail based on readers giving us money for our content."

MacDeveloper
JOURNAL
Apple's Cool New Tools
Raise Your Developer IQ
O'REILLY
Macworld

An annual subscription for four issues of the digital-only Mac Developer Journal is $49.95, with a single copy price of $19.95.

continued on page 4

in brief newsworthy

IDC steps up activity in UAE; teams with publishing partner to present IT award

With technology markets less than bustling in North America and Western Europe, the Arabian Gulf region's IT market is on the rise at a rate of 12% to 14%, one of the fastest-growing regions in the world, according to IDC. Dubai in the United Arab Emirates has emerged as a key IT center, and, not surprisingly, IDG's activities in the market research and publishing arenas have expanded accordingly.

IDC has been present in Dubai since 1995, originally with a one-person affiliate office. Today the wholly owned subsidiary with a staff of eight oversees research and consulting across the Middle East and North Africa. IDC will hold its first conference in the region, focusing on Business Intelligence and ROI, on Jan. 26, 2004.

IDC is strengthening its presence in Dubai during a time when there continues to be a lack of other qualified IT research and advisory firms in the region, noted IDC Middle East and North Africa Regional Director **Jyoti Lalchandani**. He said there are notable opportunities in consulting, specifically for end-user organizations in the telecommunication and government administration sectors.

CPI Managing Director ***Dominic de Sousa*** *(left) congratulates Sheik Mohammed. Looking on are (l-r):* ***Tom Schwieters****, business development director for IDC in Central and Eastern Europe, Middle East and Africa (CEMA) and IDC Middle East and North Africa Regional Director* ***Jyoti Lalchandani****.*

On the publishing side, IDG began a partnership with Corporate Publishing International (CPI) in 1998 that now includes five publications: *Akhbar Al Computer, Computer News Middle East, Network World Middle East, Reseller World Middle East* and, as of last month, *Security Advisor Middle East.* Except for *Akhbar Al Computer*, all are published in English. CPI is on the Web at www.cpilive.net.

Last month IDC and CPI honored one of the architects behind Dubai's IT growth. During the first day of GITEX, the region's largest IT trade show, the two companies presented the first Visionary ICT Leadership Award to His Highness General Sheikh Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and UAE Defense Minister.

"At IDC we have come across very few political leaders who have taken such deliberate and decisive steps to benefit their societies through the implementation of information and communications technologies," Lalchandani said. "Due to Sheikh Mohammed's stewardship of keystone initiatives such as Dubai Internet City, Dubai Media City, Knowledge Village, and Outsourcing Park, he has put Dubai at the forefront of worldwide technology developments. Dubai's open business environment and affinity for technology, both encouraged by the Sheikh, have established the UAE as the hub and conduit for ICT developments in the region."

Also during October, IDC published a white paper portraying Dubai as the region's IT hub.

For more information contact Jyoti Lalchandani at jlalchandani@idc.com or CPI Managing Director **Dom de Sousa** at dom@emirates.net.ae. WU

Publications profit margin report for September

Each month *IDG World Update* publishes the names of the most profitable publications in six of IDG's product lines.

For a full listing of all the wholly owned publications in each category by rank, see this article in IDG World Update Online at www.idgworldupdate.com. If you do not have a login and password for the site, which is the same as IDG's intranet, IDG Central (http://idgcentral.com), you may request one online.

CW/IW publications

1. *Computerworld España*
2. *Computerwoche* (Germany)
3. *Le Monde Informatique* (France)

PC World publications

1. *PC World New Zealand*
2. *Mikrodatorn* (Sweden)
3. *Computer! Totaal* (Netherlands)

Macworld publications

1. *Macworld* (U.S.)
2. *Macworld* (U.K.)
3. *Macworld España*

Networking publications

1. *NetWorld* (Poland)
2. *China Telecom World*
3. *Network World* (U.S.)

Reseller publications

1. *Computer Partner* (Netherlands)
2. *Australian Reseller News*
3. *China Computer Partner World*

CIO publications

1. *China IT CEO & CIO*
2. *CIO Australia*
3. *CIO Singapore*

Changes in *World Update* schedule

IDG World Update will be published bi-weekly during December and January: Dec. 8, Dec. 22 (Year in Review issue), Jan. 5 and Jan. 19.

Check out the online IDG Directory

IDG employee contact information is available via the IDG Directory on Lotus Notes or at www.idgdirectory.com.

one on one the interview

Deb Goldstein

The president of IDG List Services in Framingham, Mass., is this week's columnist. Goldstein has been with IDG for more than 17 years and has served as president of IDG List Services since 1991. Reach her at deb_goldstein@idg.com.

> *"Recent U.S. Census data cites that $16.6 billion worth of transactions will be driven by commercial e-mail in 2003. Those are extremely high stakes. This [new California] law could essentially put a chokehold on this revenue."*

Q How do you define spam?

A There are actually many nuances to this definition but to me, it is an unsolicited commercial e-mail. This means that the recipient did not request it and it is most likely totally irrelevant to them. Despite most peoples' total disdain for having it clog up our mailboxes, I recently saw a report indicating that 11% of the recipients of spam actually purchase a product being advertised. This does not help. Recent estimates are that spam costs U.S. businesses $10 billion a year and accounts for 60% of the electronic communications we receive.

Q How does spam differ from online direct mail?

A The major difference is that direct mail is permission-based or direct request and is better targeted to the recipient's interests. If you've ever bought anything from Amazon.com, you know that they send you a targeted message that indicates a knowledge of your buying interests usually with a special offer, unlike the mortgage and Viagra offers.

Q Do you place any restrictions on the IDG lists that you rent to mailers in terms of requiring them to include an opt-out option?

A All IDG lists include an "opt-out" or "unsubscribe" at the end of every transmission. This has been our policy from day one. Recipients who no longer want to get third-party e-mail are removed immediately, and we go so far as to routinely send the names of people requesting to be unsubscribed back to the circulation source on a timely basis so the information is reintegrated back into the original databases.

Q What are the important ingredients of responsible commercial e-mail?

A There are several:

- Have the "From" line be from the branded source, not the mailer's name.
- The subject line should be representative of the intent of the e-mail. It should not be falsified in any way.
- There should be a header that reminds the recipient that they gave permission or a statement of why they are receiving the e-mail.
- The content of the transmission should be true and accurate.
- There should be a workable unsubscribe procedure at the end for people who do not want to receive any future e-mail offers from a particular mailer.

Q California recently passed a law that makes it illegal to, among other things: "Initiate or advertise in an unsolicited commercial e-mail advertisement from California or advertise in an unsolicited commercial e-mail advertisement sent from California; (b) Initiate or advertise in an unsolicited commercial e-mail advertisement to a California electronic mail address, or advertise in an unsolicited commercial e-mail advertisement sent to a California electronic mail address. How will this law affect your business?

A This law affects every aspect of electronic media — third-party e-mail marketing, co-sponsored programs, e-mail newsletter sponsorships, webcasts, etc. It's a greater concern than just list rental for IDG and all businesses. Recent U.S. Census data cites that $16.6 billion worth of transactions will be driven by commercial e-mail in 2003. Those are extremely high stakes. This law could essentially put a chokehold on this revenue.

As this is being written, the only hope is for federal anti-spam legislation that will preempt all local laws to pass the House and get signed by the President before Jan. 1, or for the California law to be challenged in court thereby postponing its effective date. My sources say that there is better than a 50% chance that one of these two events will occur to stave off the devastating effect of the California law.

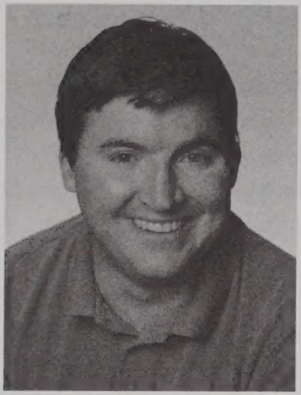
Q What percentage of your business is mailing list rentals vs. e-mail list rentals? Is it changing?

A In FY03, our e-mail rental business represented 53% of our overall list rental revenue. It is growing every month, but that may change depending on whether we get federal pre-emption of the tough California anti-spam law due to take effect on Jan. 1, 2004.

Q Why, in your opinion, has the outcry against spam been so much greater than against "junk mail" or even telemarketing?

A You have to look at two points. The first is the perception of intrusion into a consumer's life. E-mail and telemarketing are seen as more of an invasion into our daily living. Mail is more passive. Second, remember that for e-mail and telephones, the recipient pays for the service. In mail, the sender pays for the service. Combine the facts that the recipient pays for unwanted e-mail that can border on insulting — you get some pretty upset humans.

continued on page 6



Mac Developer Journal Co-editor ***Jason Snell*** *said reaction to the content has been "universally positive."*

Mac Developer Journal

continued from page 1

Sold by Macworld's Showcase ad department, the first issue had 7.5 pages of ads in a 70-page issue.

Snell said the reaction in the Mac developer community has been great. "Everything I've heard about the content has been universally positive. I think that says something positive about the quality of the magazine and developers' hunger for good information. There just isn't a lot out there for them — until now."

"We hope to make *Mac Developer Journal* the place Mac developers turn to for the latest news, great technical content, and other advice that's specifically tailored for them,"Snell said. "O'Reilly is really known for its developer-oriented content and has huge credibility in the Unix community," Snell said.

Snell said initial sales have been "encouraging," with several hundred subscribers signed up to date. "It's a small publication for a very targeted market. Our marketing is not massive, but we got a couple dozen subscribers in the weekend before we launched with no marketing at all other than a notice on our Web site."

Snell said he thought that the Mac OS X brought "a whole bunch of new developers to the platform, which was the spark for this publication." He added that there are 8,000 paid members of the Apple Developer Connection, an association of professional Apple developers. All of the paid members received a free CD of the first issue from Apple. Snell said there are "thousands and thousands" of non-paid, non-registered developers to be tapped.

It will take several thousand subscribers for *Mac Developer Journal* to break even or start making money, Snell said. "We're in the 400s now, and we will hopefully break 1,000 in the first year."

Working in *Macworld*'s favor are the lower costs of digital delivery. There are no paper, printing or postage costs. "The turnaround is very brief — instant delivery, no shipping, no concerns about page counts or signatures. We didn't even consider doing it on paper because the costs were so prohibitive," Snell said. "We really wanted to explore what we could do digitally. We're trying to add a video interview embedded in every issue. We also have flash ads, which look like a magazine ad except it moves."

Snell said he would not rule out a print version of *Mac Developer Journal* "if we discover there's really a market for it and its success is being hindered by digital delivery."

An excerpt from the inaugural issue of *Mac Developer Journal* is available at www.macdeveloperjournal.com/sample. For more information contact Jason Snell at jason_snell@macworld.com. WU

> *"Mac Developer Journal will not fail because of lack of ad sales, it will succeed or fail based on readers giving us money for our content."*
>
> ***- Jason Snell, co-editor, Mac Developer Journal***

PC WORLD NETWORK
PCWORLD

PCW Thailand showed readers it has strength in numbers by including on its inside front cover a full-page ad for the PC World network

PC World Thailand

continued from page 3

Thailand's biggest newspapers, *Thai Rath*, to print a column about our World Class Awards the week before launch," said Business Development Manager **Jane Clarke**. "The awards were given out at the launch event, and vendors who received the awards did their own publicity about them, which gave us even more visibility."

Close to 200 vendors, as well as ad agencies, government officials and journalists came to the launch cocktail party in Bangkok. Thailand's Minister of Information and Communication Technology Surapong Suepwonglee served as master of ceremonies. **Jason Caddies**, country manager of IDC's newly established office in Thailand, presented a market overview.

Thai market at a glance

Installed base of PCs in Thailand 3 million

Expected unit growth in 2004 16%

Preferred PC brands Hewlett-Packard, Acer, IBM, Laser (local) and SVOA (local).

Source: IDC

PCW Thailand showed readers it has strength in numbers by including on its inside front cover a full-page ad for the *PC World* network ("The No. 1 IT Magazine in the World") complete with the country flags and names of the 52 *PC World* titles around the globe. The foldout subscriber card bound in next to the ad included three graphics showing IDG's global dominance in publications compared to Ziff, CMP and other publishers; *PC World*'s presence in more countries that *PC Magazine* and *Chip*; and *PC World* U.S. as the preferred publication among managers.

PC World Thailand's competition, in descending order of significance is *PC Magazine*; *Quick*, a local title that has felt the effects of ad price wars; and *Chip*, which has had recent staff changes and long-term financial problems.

TAG plans to launch *Computerworld Thailand* in March 2004.

For more information, contact Editor-in-chief **Prateep Yongkhet** at prateep@tagc.co.th. WU

November 24, 2003

Program Manager (CXO)

CXO Media has an exciting opportunity for a Program Manager working on CXO 's peer-to-peer advisory and research service which provides the most senior IT executives at leading enterprises worldwide with peer-to-peer networking, dialogue, and research. The Program Manager is charged with selling the program to high-level technology executives and ensuring the delivery of highest-quality peer research and inquiry fulfillment to the members of the program. The Program Manager assesses member needs, responds to matchmaking and research inquiries, and delivers personalized service to ensure the program exceeds the members' expectations. The Program Manager role is responsible for negotiating and transacting new membership and continued participation of existing members. Requirements include an outstanding record of achievement in consultative sales/closing business in an account management, research inquiry, sales or revenue role. Must also have the ability to meet personal and team financial goals, conduct substantive content discussions with C-level IT and business leaders, demonstrated poise and grace under pressure, general knowledge of the business of IT, ability to work well within a team and across functions, flexibility to think creatively about how to provide the highest level of service and value, and superior verbal and written communication skills. 4-6 years experience in a related role required.

Location: Framingham – MA

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Director of Sales, Conference Programs (CXO)

CXO Media Inc. is seeking a seasoned Sales professional to join its Executive Programs team. Ideal candidate will possess 10 plus years progressive sales and sales management experience in IT. This position will be responsible for selling conference sponsorships to executives in IT vendor companies along with developing and selling integrated marketing programs. Candidate must possess intimate knowledge of current IT concepts and vendor/user relationships as well as a proven track record in selling conference sponsorships to the executive level. Consultative sales experience is essential, as is demonstrated ability to build long-term relationships with decision makers from the IT vendor community. Successful applicants must have excellent written and verbal communication skills, public speaking experience, and the ability to succeed as an individual contributor while being able to work as a team player with our field sales force. This position will require travel on a regular basis.

Location: Framingham – MA

Contact: P. Chisholm, Fax: 508-875-4489 Email: cxojobs@cxo.com

Manager/Director, Conference Programs (CXO)

CXO Executive Programs seeks a team player to develop the strategic content for its CIO and CSO magazine related events. In this position, you will have responsibility for: developing the over-riding themes for various conferences; determining specific topics to be addressed; creating the agenda; recruiting the speakers (including working with the editorial departments, adhering to budgets and negotiating presenter contracts); coordinating with event marketing and operations to promote the event programs to the appropriate audiences in a timely and cost-effective manner. Success in this role depends on strong communication skills, a good understanding of the needs of CIOs and senior managers of global 2000 corporations, the willingness to do everything that needs to be done, and the ability to handle multiple deadlines. Ideal candidates will have a background in producing editorial material for IT or general business publications/events, project management experience, the ability to work with marketing on successful promotional materials, grace under pressure, and the dexterity to juggle many tasks at once. An understanding of emerging trends for CIO level audience a must. ***Location: Framingham – MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

(Intern) Event Planning (CXO)

CXO's Executive Programs department is seeking an intern for the Event Planning department. Responsibilities include interacting with hotel contacts for pre-program planning and on-site implementation of CXO's Executive Programs, booking of hotel meeting space, planning for security, transportation, sponsor display area, assist with hotel/travel reservation process for attendees, creating conference menus, hotel event listings and working with customer service. This person will work directly with the Manager of Event Planning. Ideal candidates will want to gain knowledge in the meeting management field to further their career in the industry. Prior experience in customer service is necessary. Prior hotel or other hospitality work is a plus. Excellent verbal, written and customer service skills and the ability to work both independently and interdepartmentally is essential. ***Location: Framingham – MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Staff Accountant (CSG)

Tired of the same old, predictable routine? Do you miss working with people? If you want professional challenge and variety, yet a stable, secure and balanced environment, we want to talk to you. International Data Group, internationally acclaimed producer of IT publications, research and trade shows is seeking a mature, customer-oriented individual to join our Corporate Accounting team as a Staff Accountant. In this dynamic, consulting environment you will perform full month and year-end closings for several subsidiaries, handle operational accounting issues, and inter-company transactions while providing excellent customer service. The successful candidate will have keen attention to detail, self-motivation, ability to lead/mentor others, a BA/BS in accounting,
4+ years of experience, above average communication and diplomacy skills. Knowledge of Lotus and Excel a strong plus.
Location: Framingham – MA
Contact: Email: jcjobs@idg.com

Analyst and Senior Analyst Account Managers, Investment Research Services and IT Vendors (IDC)

The Global Access Group is seeking multiple Analyst and Senior Analyst Account Managers to become part of a team that supports either the Financial Services or IT Vendor clients with IDC research. This position affords an excellent opportunity to work with a portfolio of major accounts to deepen client relationships, manage deliverables and achieve maximum business results. The position will require the development of in-depth knowledge of IDC research and client needs. This Analyst Account Manager is charged with ensuring delivery of high levels of research and inquiry fulfillment as well as working proactively with client contacts to develop business and to define new service offerings. The Analyst Account Manager will have significant contact with senior level clients, IDC Research Analysts on a global level, and the IDC sales teams. Requirements include knowledge of and experience working with the venture capital and investment banking industry or familiarity with the IT Vendor community and 2 - 8 years related client relationship experience depending on the level of the position. Candidates must also have the ability to work within a team environment, superior verbal and written communication skills, exceptional project management and be self-starting. A college degree is required. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idg.com

Vice President, Member Research & Advisory Services (IDG)

Working collaboratively with individual business units to serve their unique audience needs, the VP, Member Research & Advisory Services is responsible for the development and sale of customized, integrated service programs. The VP will develop a comprehensive business plan, assemble an integrated database, identify potential clients, and present and sell programs integrating research, content, events, and peer-to-peer networking opportunities to senior IT executives. Successful candidate will have 10-15 years sales and marketing experience with P&L responsibility in technology-related content, or an extensive technology/IT background as a CTO/CIO including broad operating and financial responsibilities, with comprehensive knowledge of technology and research operations, creative marketing/packaging skills, and history of delivering superior revenue, growth and operating results. **Location either Framingham, MA or San Francisco, CA.**
Contact: J. Dendievel, Fax: 703-242-9601, Email: jacqueline_dendievel@idg.com

Sales Assistant (NWI)

Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of our Senior District Sales Managers. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, conducting Internet searches, database management, travel arrangements, fulfilling customer requests, expense reports, and assisting co-workers as needed. Ability to multi-task is a must. To qualify for this highly visible position you must be proficient in a Microsoft Office environment (Word/Excel/PowerPoint) and have the ability to use the Internet for research work and email for daily correspondence with customers. The successful candidate will have excellent organizational skills with a high attention to detail. In addition you must have excellent communication and customer service skills and the ability to support several different personalities. Two years previous experience working in a sales environment is preferred as well as familiarity with Lexis-Nexis and Saleslogix software. ***Location: Southborough – MA***
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Alternate work style policies up to individual business units

Among IDG's U.S. business units, there are currently 81 employees — or 5.25% of the work force — who work fulltime from home offices. Many of these employees are sales representatives who cover territories far from their home offices.

IDG does not have a company-wide policy on flexible work styles because each business unit's needs are unique, according to **Jennifer Carty**, associate Human Resources representative in IDG's Human Resources Service Division. Individual business units set their own policies when it comes to non-standard work style practices.

Some of the more common non-standard work style options include:

Flextime: Work schedules that permit flexible starting and quitting times within limits set by the company management. The flexible periods are at either end of the day with a "core time" set in the middle, for example 10:00 a.m. to 6:00 p.m. or 7:00 a.m. to 3:00 p.m.

Alternative work schedules: Schedules that vary from the normal Monday through Friday schedule as well as permit flexible starting and quitting times within company guidelines, for example a four-day work week with extended work hours.

Flexplace/telecommuting: Employees work one or more days a week at some place other their regular work place/office, i.e. at a home office.

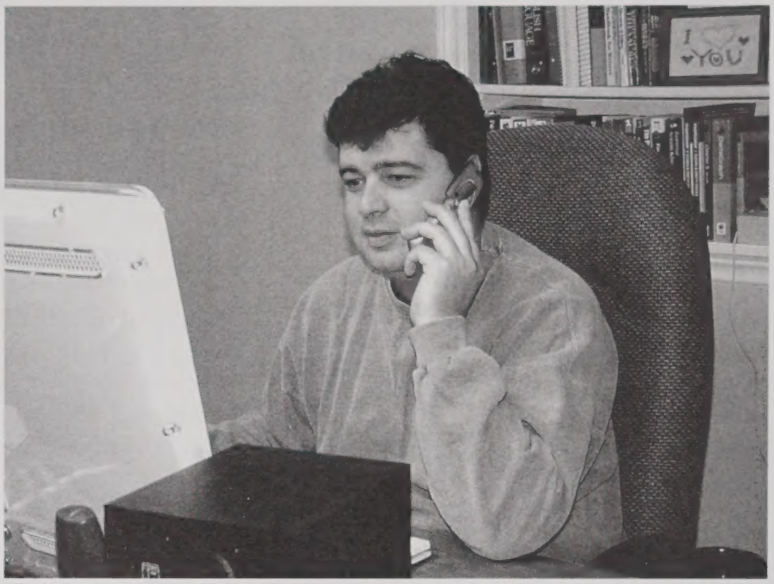
Human resources representatives at each business unit are available to work with managers interested in more information on this topic.

on the job

Remote control: Jim Dalrymple manages *Macworld* sites from home

Jim Dalrymple, the editor of Macworld.com and MacCentral, works offsite. Way offsite. The sites' parent, *Macworld* magazine, is based in San Francisco, but Dalrymple lives 3,041 miles away in Halifax, Nova Scotia, Canada.

Macworld.com is a Web site for product expertise such as reviews, how-to's and feature articles. MacCentral is a daily news site that covers product updates and breaking news, as well as interviews and analysis of industry trends.



***Jim Dalrymple** manages Macworld's two corporate Web sites from a home office that is not just 3,000 miles away from the company's San Francisco office but in another country.*

"A friend and I started MacCentral in Nova Scotia in 1995 — because that's where we lived, and the Internet was supposed to break down the barriers of typical brick-and-mortar businesses," Dalrymple said. "So I'm used to dealing with writers that don't live in the same area or even the same country. When we were purchased by *Macworld* about five years ago, running the site from a distance had become second nature to me."

He said his job is to evaluate the long-term strategy for the sites to make sure *Macworld* is utilizing all its online strengths and to look for opportunities for future editorial growth. He also watches over the content posted online to make sure it matches *Macworld*'s overall goals for editorial coverage and works with the writers for future articles.

"When it comes to working with remote employees, with all the technology — IChat, e-mail, cellphones — it ends up not really mattering where they are — Australia, Hawaii, London — because they're still at the end of the line," said Dalrymple's manager, *Macworld* Editor **Jason Snell**. "It's like he's just down the hall. The only challenge is the time difference, but Jim's a bit of a night owl, so it seems like he's always around when I need him."

Dalrymple's staff of three is equally scattered. One is on Cape Cod in Massachusetts, one in Tennessee, and the other in San Francisco; they meet face to face twice a year at the Macworld Expos in New York City and San Francisco. "We also use freelancers when it makes sense as well as content from the IDG News Service," he noted.

He said he is in the San Francisco office every couple of months, a trip that is usually coordinated to coincide with interviews he can do with West Coast companies in order to get the most out of each visit. "I really enjoy San Francisco for the weather, and most of my friends live there," he said. "Someday, maybe I'll make the move myself."

For more information contact Jim Dalrymple at jim_dalrymple@macworld.com. WU

Telecommuting can present challenges for employees

"Telecommuting is a great way to work, but it certainly has its drawbacks," said Nova Scotia-based **Jim Dalrymple**, editor of Macworld.com and MacCentral, which are part of San Francisco-based Mac Publishing. The biggest challenge, he said, is having the discipline to get the work done without having anyone watching over you. "If you take a great deal of pride in what you do and love your job, telecommuting is the way to go. However, if you get distracted easily by things at home, you will have to be very careful, because things can get away from you very quickly."

Dalrymple said another problem is knowing when to quit. "I have a difficult time with this one," he admitted. "Most people leave the office and come home to their families, but telecommuters have their work with them all the time. With the wireless age upon us, I can be anywhere around my house researching a story, checking e-mail or writing a proposal. I love what I do and care a lot about getting my projects completed – this makes telecommuting easy for me."

noteworthy people

IDG WORLD UPDATE

Dowling

ALFREDO CURIEL

Bravo

ALFREDO CURIEL

López

IDG WORLD UPDATE

Cardamone

IDG WORLD UPDATE

Hogan

IDG WORLD UPDATE

Hanover

Promotions

IDC Research Manager **Seana Dowling** has been promoted to director, Global Market Models and Demand-side Research. "Over the past 18 months, Seana has taken on several new responsibilities for the Global Research Organization (GRO)," said Program Vice President **Carol Glasheen**. "These responsibilities include: taking the lead on GRO's Consumer Research Initiative, driving GRO's Advanced Data Analysis Initiative encouraging analysts to do more with their survey data, and developing several new methods of analyzing data to improve forecast accuracy." *sdowling@idc.com*

New employees

IDC Mexico has hired **Valeria Bravo** as an account manager. She was previously a Microsoft-platform sales representative with Quest Software, Inc. A graduate of Universidad Panamericana with a degree in administration of institutions, she enjoys movies, exercise and "being in touch with nature and animals."

Jorge López is IDC Mexico's new senior peripherals analyst. He was previously a strategic market supervisor with Ingram Micro Mexico where he developed marketing plans for internal and external clients. He holds a B.A. in communications from the Universidad del Valle de México, where he is currently studying for an M.A. in strategic marketing. Outside the office he enjoys literature, movies and music.

IDG International Publishing Services has hired **Teresina Cardamone** as corporate communications assistant. A recent graduate of Simmons College in Boston with a B.A. in public relations/marketing communications and philosophy, she spent a year as an intern with the Cone public relations agency. She enjoys playing the violin and dancing. *teresina_cardamone@idg.com*

CXO Media has hired **Mindy Hogan** as program manager for the CIO Executive Council, a new peer networking program for IT leaders. She was previously VP of business development with M Squared, Inc., and holds a B.S. in education from the University of Massachusetts/Amherst. She enjoys skiing, raising German shepherds and spending time with her two-year-old twins. *mhogan@cxo.com*

Judy Hanover joins IDC's Life Sciences group in Framingham, Mass., as a research analyst. She previously worked in strategic planning for 3M Corp.'s health information systems group and in software product management with Ingenix and McKesson. She holds a B.A. in chemistry from Harvard University in Cambridge, Mass., and an M.S. in information systems and an M.B.A. with a concentration in marketing from Boston University. She enjoys sailing and scuba diving, independent films and political volunteerism. *jhanover@idc.com*

One on one

continued from page 3

***Q* Do you envision other states passing similar legislation?**

A Yes. Kentucky is also looking to model their local legislation after the California law. That is the fear — that if there is no federal pre-emption, then states will continue to create a patchwork of laws that make it difficult to comply. Right now, 36 states have local anti-spam laws.

***Q* Does the Direct Marketing Association (DMA) take a public stand on spam?**

A I can't speak for the DMA, but I know that they are extremely vocal about the issues surrounding spam. Let's face it, the proliferation of spam has caused tremendous issues for legitimate e-mail marketers that the DMA represents as its membership. From response rates to legislation, spam is the enemy to defeat. Sadly, current legislation barely touches the issue. Spammers are an elusive enemy so technology is the other part of the solution.

***Q* Can you describe the role that IDG CEO Pat Kenealy has asked you to assume in terms of updating colleagues about this issue?**

A I have been designated by Pat Kenealy to be IDG's resident expert on issues around spam. I have been communicating proactively with everyone at IDG who needs to be educated about all the issues around the present pending legislation. I also take this role very seriously within the direct response community. It is my pleasure to take on this responsibility, and I encourage anyone to call me directly if they have any questions or concerns. My door is always open. WU

Passes for Boston's Children's Museum, Museum of Science are free to local, visiting employees

As a corporate member of Boston's Children's Museum and the Museum of Science in Boston, IDG has a limited number of passes for both venues available for distribution to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

Any IDG employee from the Boston area or any employees planning to visit the area wishing to obtain passes may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive for which museum. Children's Museum passes are good for admission through June 2004. Museum of Science passes are good through September 2004.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Shirley Horrocks *IDC U.K.*

25

Laura Kunzmann *IDG Germany*

22

Sheryl Merchant *IDG*

20

Birgit Götz *IDG Germany*

18

Jeff Edman *PC World*
Andrea Kühler *IDG Germany*
Mary Gibbons *IDC*

17

Marianne Kraus *IDG Germany*

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Sally Reinfeld *IDG*

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Sandy Wong *PC World*
Carolyn Marsan *Network World*
Donna Cahill *IDG*
Elizabeth Heichler *IDG News Service*
Susan Middleton *IDC*
Annika Svanström *IDG Sweden*

13

Paul Smith *IDG Central Services*
Wayne Silverman *PC World*
Michaela Maack *IDG Germany*
Meryl Salter *IDC U.K.*

11

Dawn Kezer *InfoWorld*

10

Todd Simms *IDG Central Services*
Michelle Reimer *IDG Entertainment*
Maureen Molloy Holmes *IDC*

9

Neal Weinberg *Network World*
tuart Needels *IDG*
Timothy Greene *Network World*

8

Rick LePage *Mac Publishing*
Steven Gray *PC World*
Sandra Gittlen *Network World*
Alexander Hüls *IDG Germany*
Natalia Peksa *IDG Poland*
Timothy DeMeo *Network World*
Deborah Lovell *Network World*
Thierry Bienfait *IDG France*
Fabienne Guilbert *IDG France*
Klavs Andersen *IDG Denmark*
Jamie Eckle *Computerworld*
Lisa Munroe *CXO Media*
Diane Elhikow *IDC*
Janis Dempsey *IDC*

7

Engin Gedik *Macworld Turkey*
Denny Arar *PC World*
Yvette Joplin *PC World*
Tehmasp Parekh *IDC Australia*
Diane Bobbitt *IDG*
Michael Draper *Network World*
Paul McNamara *Network World*
Shigeru Nakabayashi *IDG Japan*
Ellen Friedman *IDC*

6

Alexander Mohn *IDG Germany*
Hyun-Ju Kim *IDC Korea*
Ludovic Poussier *IDC France*
Amy Harris *IDC*
Craig Eastman *IDG Entertainment*
Lisa Ritchie *IDC*
Regina Walker *IDC*
Joseph Howard *IDC*

5

Kevin Railsback *InfoWorld*
Tom Spring *PC World*
Martin Mantel *IDG Germany*
River Jiang *IDG China*
Xavier Laine *IDG France*
Mette Holst Thøgersen *IDG Denmark*
Alexis Manfrediz *IDC*
Paul Rooney *IDC*
Jennifer Read *IDC*

4

Selcuk Senol *Macworld Turkey*
Arin Hailey *PC World*
Brian McAvoy *InfoWorld*
Eric Dahl *PC World*
Phil Michaels *Mac Publishing*
Judith Tyler *Network World*
Michael Guerin *Network World*
Snjezana Popovic *IDG Germany*
Joyce Jiang *IDG China*
Grace Yeo *IDC Singapore*
Gabriela Salvisberg *IDG Switzerland*
Robyn Small *IDG List Services*
John Russell *Bio•IT World*
Thomas Kroon *Network World*
Danny Allen *IDG Australia*
Karen Leverington *IDG Australia*
Neil Bennett *Digit*
Lars Harkjær Møller *IDG Denmark*
Amelie Geijer Astrand *IDG Sweden*
Daniela Cimino *IDC*

3

Hatice Tarhan *Macworld Turkey*
Meral Demir *Macworld Turkey*
Angie Beaudoin *PC World*
Kasey MacMullen *Mac Publishing*
Richard Baguley *PC World*
Sean Greathouse *Mac Publishing*
Isabella Tomalla *IDG Germany*
Daniel Fleischer *IDC U.K.*
Vicky Hawksworth *IDC U.K.*
Gege Cui *IDG China*
Rafal Jakubowski *IDG Poland*
Izabela Poswiata *IDG Poland*
Sapphire Yong *IDC Singapore*
Selina Ang *IDC Singapore*
Ernst Tanner *IDG Switzerland*
Jean Philippe Bouchard *IDC France*
Brett Cough *Network World*
Angela Norton *Network World*
Peter Hulleman *IDC Benelux*
Rogier Mol *IDC Benelux*
Kinue Ishibashi *IDC Japan*
Benjamin Camm-Jones *PC Advisor*
Caroline Evans *Macworld U.K.*
Stéphane Dufresne *IDG France*
Ellen Hughes *IDC*
William Joyce Jr. *IDC*
June Harmon *IDG Denmark*
Sergio Nadal *IDG Spain*
Hiroki Tanaka *IDG Japan*
Brenda Casey *IDC*

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Taner Gudukoglu *Macworld Turkey*
Wade Grubbs *InfoWorld*
Michael Trier *IDG Germany*
Jürgen Schlott *IDG Germany*
Lynn Ling *IDG China*
Hisashi Kajita *IDC Japan*

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Onur Altug *Macworld Turkey*
Massimo Melis *IDC U.K.*
Lincoln Lee *IDC Malaysia*
Jenny Jin *IDC China*
Terry Tsao *IDC Taiwan*
Karen Lin *IDC Taiwan*
Eric Lee Chia-Lin *IDC Taiwan*
Clark Tseng *IDC Taiwan*
Sophia Chang *IDC Taiwan*
Mark Haung *IDC Taiwan*
Vanessa Yang *IDC Taiwan*
Ellen Cheng *IDC Taiwan*
Kitty Leering *IDC Benelux*
Steffen Søgaard Mortensen *IDG Denmark*
Johan Eriksson *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

New car ad on Marketplace

The Marketplace section on IDG World Update Online (www.idgworldupdate.com) contains classified ads from employees worldwide. The most recent entry:

2001 Volkswagen Jetta for sale. 5-speed, power sunroof/moonroof, 46k miles, new tires, new brakes, excellent condition, $13,000. Contact melissa_mccleery@computerworld.com.

celebrating 10!

Name
Zhu Fulai

Home
Beijing

Joined IDG
April 1992 as section head of the networking portion of *Electronics International,* the predecessor of *China Network World.*

Current title
Assistant Editor-in-chief and Director of the General Editorial Department of *China Computerworld.*

What's kept you at IDG for 10 years?
Being a member of China Computerworld Publishing & Service Co., the No. 1 media group in the IT field, I feel there are both opportunities and challenges here as well as the sense of accomplishment.

Most challenging part of your job
There are so many things I need to learn about network technology every day.

Moment at work you will never forget
When IDG introduced *Network World* into China in 1992, I became the first person to run the magazine and the first reporter in this field in China.

What's the most rewarding thing you've ever done, in the office or outside?
I founded the Computer Network Newspaper Teaching University, which ran for two years and drew more than 10,000 participants. *China Network World* contracted with Novell and was able to publish textbook material in the newspaper. More than 1,000 people became certified Novell network administrators.

What talent do you wish you had?
Communicate with foreign experts and scholars in English directly.

Interests outside the office
Sports, mountain climbing and badminton.

Family
My wife Xing Jiuhong and my 8-year-old son Zhu He.

What did you want to become when you were a child?
Teacher.

Favorite vacation spot
Australia.

Your idea of a perfect day alone?
Staying at home and getting everything in order.

Retirement dreams?
Traveling all around China by car.

China Computerworld's ***Zhu Fulai*** *celebrated more than a decade of IDG service during a recent lunch with Chairman* ***Pat McGovern*** *in Beijing.*

Manager's profile
"Since joining China Computerworld Publishing and Service Co. in 1992, Zhu Fulai has been involved in editing news about network technologies. He works diligently and is a good communicator. He has made special contributions in terms of communicating with network manufacturers, promoting network technologies, and improving network news coverage within the China CW group."

— Liu Jiuru,
vice president and editor-in-chief,
China Computerworld Publishing & Service Co.

dithering feathering tweening ripper wavelet PKZIP tar

scatternet bloatware link farming choke packet vortal

Define IT

InfoWorld's **Alec Wagner** submitted this month's winning wacky definition for "sniffer":

> "A low-ranking employee you send to check your supervisor's current mood before asking for a raise, promotion or vacation."

Wagner will receive a $50 American Express gift check. Another $50 AMEX check awaits the creative author of the funniest fake definition for this week's IT phrase:

lost cluster

Send your entries to world_update@idg.com by **Jan. 6, 2004,.**

unpack DAM Qubit BLOB trigger big-ender zombie leaf heap

DoCoMo bump mapping Web clipping memory effect

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Karen Ren *IDG China*
Tom Schwieters *IDC Hungary*
Jennifer Steele *Mac Publishing*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG WorldUpdate

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VOLUME 33, NUMBER 42

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WWW.IDGWORLDUPDATE.COM

Australian GamePro debut tied to holiday sales uptick

WIN THE RALLY EXPERIENCE OF A LIFETIME!
AUSTRALIAN
GAMEPRO
RETURN OF THE KING
Play the movie!
85+ GAMES INSIDE
ALL AUSSIE REVIEWS!
Xbox Live vs PS2 Network
SPECIAL 2 FAST 2 FURIOUS DVD OFFER INSIDE

In addition to traditional games content, Australian GamePro will include film, music and DVD reviews.

IDG Australia has become the latest business unit to make a play for a piece of the lucrative games market with the Nov. 10 launch of *Australian GamePro*. Targeted at the country's mainstream games community, with a heavy focus on gamers aged 15 to 30, the bi-monthly will have an initial print run of 50,000 copies that will be sold on newsstands throughout the country. It will also have a small distribution in New Zealand where IDG does not currently have a games publication.

The launch was timed to capitalize on the holiday game-buying season, which last year accounted for A$180 million (US$132 million), or more than 20% of total annual sales, according to *Australian GamePro* Publisher **Matt Rigney**. "The December timeframe is ideal for the Australian market, and we will certainly look to maximize sales in this crucial period," he said.

Australian GamePro faces numerous competitors in its local market including two multi-platform games magazines, the official Playstation 2 and Xbox magazines and various PC gaming publications. "The market is certainly competitive so differentiation is vital," Rigney said. One important way the staff intends to stand out from the crowd is by producing a magazine that is tailored to the needs and interests of the local market. "Australia has a number of games publishers that have just taken an overseas brand and launched it here without giving any thought to local content and ideas," Rigney said. "The majority of these titles have failed."

And while he said it makes sense to leverage the success of sister publications around the world — Rigney said that he and his staff have benefited greatly from assistance and advice from the editorial and sales departments of *GamePro* in the U.S. and Germany — "the real success is in launching a magazine that your local audience can relate to and trust. Gamers are very selective."

In addition to offering traditional games content such as news, reviews, previews, cheats and codes,

continued on page 5

PC World product line meeting fosters idea exchange

Focus on consumer electronics, gaining revenue from users and the Web

ORL
UCTLINE
ctober 200
Tokyo, Ja

IDG WORLD UPDATE

*IDG Netherlands Managing Director **Raimon Gort** opened the meeting.*

More than 80 attendees from business units around the world gathered in Tokyo Oct. 8-10 for the first PC World global product line meeting since May 2001. With consumer electronics playing a more central role in editorial content for *PC World*s globally — and in the fledgling *Digital World* product line — discussions encompassed all manner of personal computer-related publishing content, including more on entertainment and games than ever before.

IDG WORLD UPDATE

*(From left): IDG Italy Managing Director **Mario Toffoletti**, IDG Germany Group Publisher **Stephan Scherzer** and IDG U.K. Managing Director **Kit Gould** were among the 80 attendees from more than two dozen countries.*

The meeting was organized by the PC World Global Product Support Center, currently headquartered at IDG Netherlands, and co-hosted by IDG Japan.

"We had an ambitious agenda that was probably a little too full, but it looks like no one seemed to mind that except me," said IDG Netherlands Managing Director **Raimon Gort**. "The feedback we had was stunning. People were very enthusiastic about meeting each other and sharing ideas on DVD spin-offs, cover mounts, circulation tactics, changing editorial focus and all sorts of other issues."

continued on page 4

in brief newsworthy

CW Danmark's monthly supplements continue to garner strong ad support

Computerworld Danmark last month published the fifth in a planned series of 15 single-topic supplements that are bundled with the final issue of the weekly each month. Last month's supplement – e-Government – featured 20 pages of advertising in a 68-page folio.

"We are finding that advertisers are very willing to support these special issues," said IDG Denmark Managing Director **Preben Engell**. "The opportunity to reach a highly targeted audience interested in some of the key issues in our industry today is proving very attractive to them."

Despite significant cuts in government budgets for 2004, Engell said government IT procurement is expected to increase over the coming years. "Given the new focus on efficiency, IT is today more important in the public sector than ever before," he said. Three segments in particular — administration, education and health care — are likely to be the primary beneficiaries of increased IT spending, Engell said, adding that several more supplements will address this market segment in 2004.

The supplements, which launched in June, have so far addressed storage/servers, open source, security and digital consumer products. Upcoming issues will focus on enterprise resource planning/ supply chain management, outsourcing and job functions including CIOs and consultants. They are written by the existing editorial staff with limited assistance from freelancers.

COMPUTERWORLD

E-GOVERNMENT

Thor Pedersen om digitalisering:

Reform bliver katalysator

Although *Computerworld* has only a very small newsstand circulation, the supplements do appear on the newsstand and single-copy sales have done "relatively well," Engell said. In addition to the incremental advertiser revenue generated by these supplements, Engell's team hopes to spin off some of the more promising issues into stand-alone products. "We think this is a very appropriate and cost-effective way to introduce new products," he said. "It gives us high flexibility in our product portfolio. In a small country, it is particularly important to be flexible and able to quickly deliver what the market requires." *p.engell@idg.dk*

Biotech Sweden sets revenue record

BiotechSweden

KLINISKT CENTER FOKUSERAR PÅ LÄKEMEDEL FÖR BARN

The November issue, paired with the trade show supplement (below), was the largest issue of Biotech Sweden ever in terms of pages and revenue.

BIOTECH FORUM NEWS

Over 200 exhibitors attract huge interest

Biotech Sweden has logged its best quarterly revenue figures ever with a 125.6% increase over the first quarter of FY03. Launched by IDG Sweden in April 2002 and now well established as the country's leading biotechnology publication, *Biotech Sweden* also achieved a milestone with the November issue, its largest to date in terms of both pages and revenue.

The November issue was published in cooperation with Biotech Forum 2003, Scandinavia's most influential biotech trade show. *Biotech Sweden* consisted of the main publication of 48 pages and a separate 48-page show supplement. A typical issue is 32 to 40 pages.

Biotech Sweden also produced a daily web magazine with news from the trade show and sponsored an unusual daily prize drawing for new subscribers who signed up at the show: a free DNA test from Oxford Associates (www.oxfordancestors.com), which bills itself as "the world's leading provider of DNA-based services for use in personal ancestry research." According to Editor **Jan Sandred**, the prize raised a few eyebrows. "It was regarded as a bit controversial, more than we thought. Some were quite skeptical, but we got a lot of attention!"

"We are very pleased with what we have accomplished in the first quarter," said Sales Manager **Jonas Lindholm**. "We have achieved solid revenues in an otherwise slow advertising market, driven by an increase in new advertisers as a result of deep penetration of the market. That, combined with powerful editorial and insights that we are providing to our readers, shows that our concept is compelling."

Sweden is a key market for biotech research, according to Editor-in-chief **Fredrik Bernsel**. It has the most biotech companies per capita in Europe and the most U.S. patents per capita in Europe as well as the most European Union patents per capita, he noted. *fredrik.bernsel@idg.se.*

New *InfoWorld* contest aims to boost monthly face-to-face sales calls

Make sales calls! Win cash! *InfoWorld* CEO/Editorial Director **Kevin McKean** and VP Sales **Mark Durrick** are encouraging their sales staff to do just that. Looking to increase the number of sales calls made and educate old and new clients about the weekly's integrated portfolio of print, online, research and events, the *InfoWorld* salesperson who makes the most sales calls in a given month wins a cash bonus.

A face-to-face client presentation must be made to qualify as a legitimate sales call; dinners, golf outings and general entertaining also count as a call. Calls are logged in the *InfoWorld* CRM tracking system, which is monitored by National Sales Administration Manager **Laura Pitt**. The 10-member *InfoWorld* sales team logged 122 calls in October, the first month of the contest, with Paramus, N.J.-based Regional Sales Manager **Derek Sentner** the winner for the month with 27 calls.

"This is the first official tracking of sales calls, and the team loves the contest and the challenge," Durrick said. "Some team veterans say there hasn't been that amount of calls in years. In addition to receiving a nice bonus, the winner is publicly recognized for a job well done. It creates a healthy competitive atmosphere with the entire team."

The contest will run through next September. *mark_durrick@infoworld.com*

one on one the interview

Kirk Campbell

IDC's president & CEO is this week's guest columnist. He may be reached at kcampbell@idc.com.

Q How did FY 2003 turn out for IDC?

A IDC's full-year FY 2003 financial results turned out better than we expected. We were able to maintain IDC's worldwide revenues at the $200 million level. Excluding the investment in our new Financial Insights end-user advisory business, IDC's existing business achieved a new operating profit record of just under $30 million. I would like to thank each of our employees whose outstanding customer focus has made possible these results! Despite the continuing technology slowdown, the HP/Compaq merger, the Iraq war, SARS and many other challenges, each of IDC's major regions — North America, Europe and Asia/Pacific — increased its profits compared to the prior year. IDC Japan, ably led by **Masato Takeuchi**, was our most successful country business unit of the year, increasing its profit margin in one year from 11% to 19% despite flat revenues. IDC's management team also was thrilled that the company, for the first time, achieved a worldwide profit margin of 15%. This was a long-term goal we set back in the mid-1990s, which many managers at the time thought impossible to aim for, but we were able to do it.

Q How are IDC's competitors doing?

A Not so well. There are three publicly owned competitors: Gartner, Forrester Research (including Giga acquired in February) and Meta Group. The companies have reported financial results for January through September. Gartner's revenues declined by 7% and earned a 6% profit margin. Forrester (including Giga) revenues declined by 25% and earned a profit margin of zero. Meta's revenues increased by 1% and recorded a loss of $4 million. During the same time period, IDC revenues declined by 2% with a profit margin of 16% excluding our investment in Financial Insights. Even including this new business launch, IDC still earned a much higher profit margin than our competition. For 12 years in a row IDC has increased its bottom-line results every year. None of our competitors can match this track record. Each company made major strategic mistakes during the dot-com boom and afterward.

Q What are your thoughts on the state of the economy, and how that will affect IDC in 2004?

A IDC's current projection for 2004 worldwide IT spending growth is 5%, which is a significant improvement over 2003. IDC researchers expect to increase in the next couple of months the 2004 IT spending forecast to the 6% to 8% range. The improving U.S. economy with increased consumer IT spending and strengthened enterprise IT purchases, plus improving worldwide economic growth, are driving these higher IT growth expectations. There will be at least a six- to nine-month lag between when our technology vendor customers' results improve and when they start spending more with IDC. So we expect our clients' budgets to be tight for two or three more quarters, but the business could get better later in the fiscal year.

Q What are some of the countries in which IT growth will significantly exceed 10% in 2004?

A They include Argentina with 39% growth (a low base in 2003), China and India both growing at least 19%, Russia up 14%, and Philippines and Thailand each growing 12%. Of course, IDC is well-positioned to benefit from higher growth in all of the world's regions since we have a such a unique IT research presence in 50 countries around the world. We have been increasing our research offerings in each of these faster-growth countries or at the regional level. We also launched in the past few months new IDC-owned subsidiary companies in Thailand and the Philippines.

Q How many vertical companies do you envision being formed at IDC? What advantages accrue to IDC with this kind of company-within-a-company structure?

A We hope to launch five to 10 new industry-specific IT advisory research companies. IDC currently plans to launch one new business unit per year, although this rate might accelerate in future years as our success track record with this new type of research company develops. We believe there are many benefits for both IDC and these new business units to be closely working together. The new research companies receive experienced research management advice from IDC and access to IDC's outstanding direct sales team focused on vendor companies and easy access to a worldwide market through our international offices. IDC provides the new companies with all of the corporate services functions such as human resources, information technology, publishing and finance so that the new managers can focus their attention externally on customers. IDC benefits immensely since our customer base is significantly expanded to new end-user companies, and this can only benefit our existing vendor business. The increased career opportunities for IDC employees are another important benefit.

What keeps you up at night?

Luckily, I am fairly good at focusing 100% on business issues during the day and moving on to other activities afterward. I frankly am not a worrier, but one area that I do think about a lot is people-related issues. IDC's business success is totally tied to the excellence, focus and motivation of our 1,200-plus employees. So I do spend significant "extra" time thinking about our employees and organization. How can we keep IDC a great and challenging place to work? How well are we managing? What changes can we make to improve motivation and customer focus? Every time an employee voluntarily resigns I consider it to be a defeat for IDC management, since every employee who stays with IDC adds more value every year.

2003 U.S. sales awards

Go to www.idgworldupdate.com for a complete list of IDC's U.S sales awards.

PC World

continued from page 1

*PC World.com General Manager **Ulla McGee** (left) and PC World Thailand Business Development Manager **Jane Clarke** chat during a break.*

As he did at the Computerworld/ CIO product line meeting just a few weeks earlier, IDG Chairman **Pat McGovern** focused on the importance of including more paid content online. He noted that by 2020 he expects IDG to increase user-based revenue from 35% to 75% of total corporate revenue by 2020. Many of the subsequent discussions centered on how to entice users to pay for online content. Several IDG Web sites maintain separate sections where readers pay a subscription fee to access detailed content. Users in the free areas are enticed to subscribe by seeing headlines or abstracts.

IDG Interactive in Germany has been in the forefront of implementing subscription sections of sites as well as pay-per-click revenue models for products such as PDF archives and paid content on partner sites. Monthly fees for subscription sections range from 2.5 Euros to 6.9 Euros (US$3 to $8.25). IDG Germany Group Publisher **Stephan Scherzer** compared the two revenue models, noting that pay-per-click options are easy to set up, but new content packages need to be continually created, and revenue is unpredictable for new content. Frequent promotion within the site and via e-newsletters is required to keep sales strong. Subscription-based areas are more complex to establish but are easier to maintain, and there is relatively stable growth in revenues and subscribers.

PC World U.S. staff talked about this month's debut of the magazine's first new section in several years, "Next Gear." The five-page section on consumer electronics, which will first appear in the publications' annual special issue on hardware, will be devoted to personal technology outside of the PC, from digital home theater to mobile electronics. "Vendor response has been uniformly enthusiastic, and almost every day brings news that shows the industry is moving in this direction," said *PCW* Editor **Harry McCracken**, who noted Dell and HP's decisions to enter the HDTV market as examples. Since an increasing number of *PC World* publications are now covering this market segment in some form, McCracken said *PCW* staff may consider collaborating with sister publications on consumer electronics testing at some point.

The publications that have focused on consumer electronics the longest offered some tricks of the trade. IDG New Zealand's *FFWD*, which just turned a year old, targets an upscale audience that appreciates high-end products. However, the staff has found that sales increase when at least some of the content covers equipment that is more affordable. Launched in March, IDG Netherlands' *ZOOM* is aimed at digital photography enthusiasts. Including a monthly contest for which readers can send their photos or movies to be judged by a panel of experts has proven particularly popular.

Three executives from Canon, NTT DoCoMo and the University of Tokyo's Research Center for Advanced Science and Technology presented industry keynotes. Dr. Ushioda of DoCoMo talked about the future of mobile usage. Asked if he thought video and still cameras would meld into one standard product, he said that though hybrid cameras will exist there will always be a market for distinct products, as hybrid products have to compromise on some features to a certain extent.

IDG Netherlands Editorial Director/Consumer Media **Eric Verweij** is in the midst of planning, with the help of several *PCW* colleagues around the world, an online message board to serve as a permanent platform for *PCW* teams to share ideas and information about new projects.

Presentations from the meeting are available on ID Central (http://idgcentral.com); go to the Global Product Line link for PC World GPSC/Tokyo. For more information about the meeting contact Raimon Gort at rgort@idg.nl or **Annemarie Lootsma** at alootsma@idg.nl. WU

PC growth expected

IDC Senior VP/International Business Units **Philippe de Marcillac** spoke about PC market trends during the Tokyo product line meeting. Among the highlights from his presentation:

- PC shipments worldwide are expected to have a compound annual growth rate (CAGR) of 8.5% from 2003 to 2007. ("There's lots of life in the old dog yet," he noted.) Shipments will top 200 million in 2007, though price erosion means limited revenue growth.
- Emerging markets will drive PC growth: 13.5% CAGR in the Philippines through 2007 and 14.5% in Asia/Pacific (excluding Japan), compared to 6.5% in North America.

Online PDF sales best practices

tecChannel in Germany enables readers to create their own "IT eBook" from tecChannel's archive. Readers select their articles (which have XML tags), collect them in an online shopping basket and click on "generate the IT eBook." The PDF is produced, complete with a front page table of contents. *Contact **Andreas Koschinsky** at akoschinsky@idginteractive.de.*

Computer!Totaal readers in the Netherlands can buy the main articles that will be included in the upcoming issue weeks before the print version is on the newsstand. IDG Netherlands began offering this option two months ago and has sold several hundred articles each month. PDFs of select articles are available for 1.50 Euros (US$1.80) each one to three weeks before the issue goes on sale, and for .50 Euros ($.60) thereafter. *eric.verweij@computertotaal.nl.*

PC World U.S. reuses popular print stories and turns them into two distinct PDF products. The eight-page *Power Guides* are subscription premiums on such topics as troubleshooting and Windows XP. The fee-based, single-topic *Super Guides*, are 14 pages and sell for about $5 each. *ulla_mcgee@pcworld.com*

December 8, 2003

HR Systems Analyst (CSG)

IDG is seeking a Systems Analyst to support IDG's HR Systems (including PeopleSoft HR, ADP Payroll and the Employee website). This position will work closely with the Compensation, Benefits, Payroll and HR groups. Responsibilities will include updating and modifying codes, tables and other system applications to meet business requirements as well as troubleshooting HR system problems and support vendor interfaces. Strong report writing skills are a must as this position will be responsible for the design and creation of complex reports and consolidated regulatory reports. Candidates will have a minimum 3 - 5 years related experience with HR Systems and functional knowledge of standard concepts, practices and procedures within Human Resources and Payroll. Experience with PeopleSoft required. ***Location: Framingham – MA***
Contact: J. Carty, Email: jcjobs@idg.com

Research Analyst, GRO's Quantitative Research Group (IDC)

IDC's Quantitative Research Group (QRG) is seeking a Research Analyst to manage 20+ demand-side research surveys. QRG partners with analysts to launch demand-side research studies and develop models that provide foundation data, promote consistency and leverage demand-side research across IDC worldwide. As an IDC/QRG Research Analyst, this individual will be responsible for research design, web survey programming, SPSS syntax development, data checking and survey project management. This analyst will be expected to collaborate with other IDC analysts, taking their research concepts and translating them into a survey methodology that meets budget and analysis expectations. Requirements for the IDC/QRG Research Analyst position include prior experience with and proficiency in survey research design and SPSS, strong research methodology and quantitative skills, and familiarity with Excel. BA/BS required with at least 2 years work experience. ***Location: Framingham – MA***
Contact: A. Allen, Email: idc_jobs@idc.com

Consulting Manager, Latin America (IDC)

IDC's Latin America Consulting practice is responsible for developing and conducting market research and consulting assignments, primarily focused on IT and Telecom industry vendors. We are currently seeking a Consulting Manager to develop and drive IDC's consulting practice in the Communications and Telecom industries. Responsibilities will include both business development and the execution of IT and Telecom consulting deliverables. This will involve working with clients to understand their particular requirements and needs, determining and assigning internal resources for each project, developing proposals and managing multiple consulting engagements. It will involve meeting with consulting clients on a regular basis, maintaining rigorous quality control on ongoing engagements, managing regional and in-country resources, and proactively working to develop additional consulting opportunities within major IDC Latin America accounts. The Consulting Manager will also be truly hands on during the project engagement, which may include conducting interviews, analyzing data, writing strategic recommendations, finalizing deliverables, and presenting results to clients. Requirements include 5+ years of business experience in the IT or Telecom industry with at least the last 3 years in consulting. A Masters degree in Business or International Affairs or equivalent, is preferred. Fluency in English and Spanish, with excellent verbal, written and presentation skills in both languages, is required. Travel will approximate 10 - 15 %. ***Location: Miami – FLA***
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

(CONT.)

Account Executive (ITC)

IT Careers is looking to hire an Account Executive who will report directly to the Director of Recruitment Advertising. This is an inside sales position with direct quota responsibilities. Individual will be responsible for prospecting new clients, maintaining and growing install base accounts, providing research and closing sales for both print and online. Qualified candidates must have 1 to 3 years selling print and online advertising, a strong phone presence, excellent communications, interpersonal and customer service skills. Individuals must be able to work independently and as a member of a sales team. Familiarity with the high tech market and/or recruitment advertising a plus!

Location: Framingham – MA

Contact: Email: jcjobs@idg.com

Staff Writer (MAC)

MacCentral, Macworld magazine's news service, seeks a staff writer with excellent reporting, writing, and communication skills and a knowledge of leading computer industry technologies. The Staff Writer will write daily news stories on software, hardware and technology trends, all under the supervision of the Online Editor. The successful applicant must be able to make quick judgments about potential stories' relevance to MacCentral's readership, research stories, interview sources as needed, complete articles in a timely manner, and edit news stories from other writers. Applicants should have 2+ years experience in business or technology reporting and enthusiasm for the technology market. Knowledge of Apple and the Mac market is a plus. ***Location: San Francisco – CA***

Contact: J. Dalrymple, Phone: 415-699-3383, Email: jdalrymple@maccentral.com

Sales Assistant (NWW)

Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of our Senior District Sales Managers. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, conducting Internet searches, database management, travel arrangements, fulfilling customer requests, expense reports, and assisting co-workers as needed. Ability to multi-task is a must. To qualify for this highly visible position you must be proficient in a Microsoft Office environment (Word/Excel/PowerPoint) and have the ability to use the Internet for research work and email for daily correspondence with customers. The successful candidate will have excellent organizational skills with a high attention to detail. In addition you must have excellent communication and customer service skills and the ability to support several different personalities. Two years previous experience working in a sales environment is preferred as well as familiarity with Lexis-Nexis and Saleslogix software.

Location: Southborough – MA

Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

GamePro

continued from page 1

and strategy guides, *Australian GamePro* will also feature film, music and DVD reviews as well as some "light" technology pages, Rigney said. "These all tend to be hot areas of interest for the average gamer."

(From left): **Matt Rigney**, publisher; **Stuart Clarke**, editor; **Chris Stead**, deputy editor of Australian GamePro.

The launch issue features a cover story on "The Return of the King," the next installment in the "Lord of the Rings" saga, which will hit Australian movie theaters in December and has already spawned a popular new game available on a range of platforms.

The *Australian GamePro* Web site (www.gamepro.com.au) features a look and feel very similar to that of its U.S. sister site, Rigney said. The site will include a number of free weekly e-mail newsletters for each platform (PS2, Xbox, Nintendo and PC gaming) as well as a *GamePro* daily e-mail news service.

The Web site currently features a special Rally Car promotion. All readers who purchase the magazine can go to the site and enter in a drawing to win the rally car experience of a lifetime, Rigney said. The grand prize is a a VIP day spent with the Neal Bates Toyota Rally team. The winner will have access to all corporate facilities, hang out in the pit on rally day and experience a drive in a rally car.

Four runner-up winners will have an opportunity to sit behind the wheel of a rally car for half a day. "This promotion will allow us to build a database and find out a little more about our readers," Rigney said. "It will also give us an opportunity to encourage sign-ups to our e-mail newsletters on our site."

Visit www.gamepro.com.au or contact matt_rigney@idg.com. WU

DVD promotion helps boost paid subscription base

Building a large subscription base is a big challenge in the Australian games market. This is primarily due to the fact that the younger population does not respond as well to direct mail and other initiatives commonly used by IT and business publications. To help jumpstart a strong subscription base, *Australian GamePro* brokered a deal with Universal Pictures whereby the launch issue contains an offer of a free copy of the brand new "2Fast2Furious" DVD for each new subscriber. "We received subscriptions from our first day on sale and these have been slowly building ever since," said *Australian GamePro* Publisher **Matt Rigney**.

South Africa's *Computing SA* wins top award for IT publishing

(L-R): Computing SA Editor **Samantha Perry** and Johnnic Magazine Division Publisher **Giselle Wertheim-Aymés** with the MPA award.

Praising its high-quality content, layout, design and editorial, the Magazine Publishers Association of South Africa recently bestowed its annual Pica Award for best information and communications technology publication on *Computing SA*. The Randburg, South Africa-based weekly bested two of its sister publications — *The Channel* and *Network World SA* — a channel publication called *CRN*, and *Enjin*, a digital lifestyle publication.

Now in its 23rd year of publication, *Computing SA*, part of the *Computerworld* product line, has been an IDG licensee since 1992. It has a circulation of 8,000. Two years ago it moved into online publishing and now publishes a daily online newsletter.

Computing SA has won two previous Picas, one for Best ICT Publication and Best Publication in Newspaper Format. Several of its journalists have also won Picas over the years.

Contact Editor Samantha Perry at samanthap@jpl.co.za or go to www.ictworld.co.za. WU

Extensive marketing campaign sets *GamePro* apart from the pack

Australian GamePro enters a field already crowded with competitors, said Publisher **Matt Rigney**. "Therefore, it was — and continues to be — vital that we make a lot of noise and market the magazine effectively to our core demographic." To that end, the company is running a range of campaigns that include:

- Cinema advertising around the new "Matrix" movie, "Revolution," which launched in Australia the same week as *GamePro*.
- Television advertising and competitions with a large cable TV channel similar to MTV and aimed at the broader youth market.
- Extensive radio campaigns running on mainstream stations and including an exclusive partnership with Cybershack Radio, which is the largest games radio show in the country.
- Major point-of-sale campaigns.

Rigney said that Australian games magazines do not typically run much promotion around their titles. By breaking from the pack, Rigney said they are confident *GamePro* will be well received by advertisers and readers.

noteworthy people

Zvagin

Allen

Frischman

Jones

IDG WORLD UPDATE PHOTOS

New employees

IDC Framingham has hired **Zoya Zvagin** as a junior staff accountant. She was previously a credit card accountant with Clarks Companies and holds a B.S. in finance from Suffolk University in Boston. Away from the office she enjoys fitness, reading and socializing. *zzvagin@idc.com*

Annmarie Allen is the new HR manager for IDC's Sales and Global Research organizations in Framingham. She was most recently director of human resources/client services with Admina-Service, Inc., in Norton, Mass. She holds a B.S. in allied health/sports medicine from Keene (N.H.) State College, an M.A. in college student development from Bowling Green State University in Bowling Green, Ohio, and a J.D. from New England School of Law in Boston. She enjoys golf, biking, travel and is an avid fan of college and professional baseball, basketball and football. *aallen@idc.com*

Mac Publishing has hired **Mark Frischman** as prepress manager. He was previously manager of the CD/DVD replication department at Mr. Toad's, a media production facility. He earned a B.A. in filmmaking from the State University of New York/Buffalo. A guitar and electronic instruments enthusiast, he played with the now-defunct band Zmrzlina (Czech for 'ice cream'), which toured Scandinavia and had a No. 3 single on the Swedish charts. *mfrischman@macworld.com*

Previously a freelance writer and editor, **Adam Pavlacka** is now an online content producer for *GamePro* magazine in Oakland, Calif. He graduated from San Jose (Calif.) State University with a B.A. in journalism and enjoys snowboarding and traveling. *apavlacka@gamepro.com*

Krista Jones joins IDG Central Services in San Francisco as office services coordinator and will provide mail services and assist at reception. She previously worked for the facilities management division of IKON Office Solutions and as a customer service representative at the law firm Farella Braun and Martel. Currently studying for a degree in nursing at San Francisco City College, she enjoys watching sports and playing basketball. *krista_jones@pcworld.com*

Account Executive **Grace Chung** comes to IDC West in Mountain View, Calif., from her role as analyst relations manager at Oracle Corp. She earned a B.A. in psychology and education and an M.A. in clinical psychology from Wheaton College in Wheaton, Ill., enjoys travel, snowboarding and reading, and recently organized a fall festival for children with disabilities. *gchung@idc.com*

Also at IDC West **Jeanne Lee** has signed on as group operations coordinator. She was previously a marketing communications specialist with LSI Logic and holds a B.A. in international relations from San Francisco State University. Away from the office she enjoys travel, snowboarding, golf, spinning classes and movies. *jlee@idc.com*

IDC West also welcomes Research Director, High-Performance Computing **Addison Snell**. He was previously product marketing team manager for high-performance computing at SGI. Addision has a B.A. in mathematics from the University of Pennsylvania and an M.B.A. in marketing and management strategy from the Kellogg Graduate School of Management at Northwestern University in Evanston, Ill. He enjoys playing softball and running football pools and recently relandscaped his backyard to create a play area for his two young sons. *asnell@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC Brazil staff gives gift of time, talent to disadvantaged children

*Making music last month for local children from a poor neighborhood of São Paulo were IDG Brazil employees (l-r): Telecom Intern Analyst **Vivian Chibana**, Wireline Analyst **João Bustamante**, Event Account Manager **Rogério Santana** and Wireless Analyst **Ricardo Costa**. (Not shown): Software Analyst **Bruno Rossi** on percussion.*

Led by Research Manager **Mauro Peres**, IT Support Technician **Fausto Schmidt** and Publishing Services and Technologies Publisher **Eleine Bélaváry**, IDC Brazil staffers have been doing volunteer work at Associação Criança Brasil since July 2002, teaching Word, Excel and English to 120 disadvantaged children from a poor neighborhood of São Paulo. "It's extraordinary the changes observed in these teenagers after they started working with computers," Bélaváry said. "Their perspectives about their future were widened and, most importantly, they started using the computer as a means to express their feelings." Last month five IDCers put down their market research projects and picked up their musical instruments, forming a band to play at a cultural exposition at the school.

"It was really nice feeling the kids' excitement and doing a completely different activity with my IDC colleagues. It was a nice opportunity for team integration," said **Bruno Rossi**, IDC Brazil software analyst (and percussionist). "What a nice experience for all of us! The smiles of those children made us think about how a small gesture can provide so much joy to others," said **João Bustamante**, IDC Brazil Wireline analyst (and bass player).

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Steve Josselyn *IDC*
Rick Ciliberto *Computerworld*

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Micaela de Almeida *IDG Hong Kong*

18

Julien Pottier *IDG France*

17

Helene Fily *IGS France*

16

Mary Lester *CXO Media*
Allison Stamm *IDG Research Services*
Karen Timons *IDC*
Lucinda Borovick *IDC*

15

Mary Ann Doolin *IDG List Services*
Lars Dahmen *IDG Sweden*
Piero Todorovich *IDG Italy*
Robert Stave *Network World*

14

Carolyn Marsan *Network World*

13

Harriet Karas *IDC*
Sagrario Fernandez *IDG Spain*

12

Walter Manninen *CXO Media*
Kristen Kim *IDG*
Stephen McClure *IDC*
Mar Cabañas *IDG Spain*
Eva Villalba *IDG Spain*
Cristina de Hoyos *IDG Spain*
Mauro Calderara *IDG Italy*
Gaby van Beek-Meynkens *IDG Netherlands*
Nick van Leeuwen *IDG Netherlands*
Ewa Budziszewska *IDG Poland*

11

Tina Pescaro *CXO Media*

10

Kathy Badertscher *InfoWorld*

9

Aoife McEvoy *PC World*
Rodney Barnes *PC World*
Ilva Schuring *IDG Netherlands*
Joan Olson *Computerworld*
Michelle Vittori *Computerworld*
Elizabeth Martinez *Network World*

8

Pavel Kraml *IDG Czech*
Kathy McKay *PC World*
Barbara Irvine *IDC*
John McArthur *IDC*
M. Jose Fernandez *IDG Spain*

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Andrew Eisner *PC World*
Kim Saccio-Kent *PC World*
Sean Landry *IDC*
Ana Mora *IDG Spain*
Laurie Marinone *Computerworld*
Sara Evangelous *Network World*
Wataru Satomi *IDG Japan*

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Tanya Bureau *CXO Media*
Frederick Broussard *IDC*
Patricia Murphy *IDC*
Kristofer Sjöberg *IDG Sweden*
Solange Fuchs *IDG France*
Kristin Douglas *Network World*
Kristin Shackelford *IDG Entertainment*

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Matthew Newton *PC World*
Dawn Bomba *IDC*
Laura Hilliard *IDG Global Solutions EMEA*
Ashok Karan *IDC Australia*
Michele Zarella *Network World*
Michael Howe *IDC Canada*

4

Lisa Byron *CXO Media*
John Cooney III *IDG*
Todd Genovese *IDG*
Kaitlyn Greene *IDG World Expo*
Margaret Um *IDG Corporate Sales*
Eve Epstein *InfoWorld*
Michael England *PC World*
Sean Captain *PC World*
Rena Bhattacharyya *IDC*
Merle Sandler *IDC*
Ola Rehnberg *IDG Sweden*
Peter Hedengran *IDG Sweden*
M. Jose Nuñez *IDG Spain*
Cyrille Chausson *IDG France*
Albert van Vlaardingen *IDG Netherlands*
Hans-Peter van Thiel *IDG Netherlands*
Rachel Lo *IDC Singapore*
Wilvin Chee *IDC Hong Kong*
K.H. Lee *IDC Korea*
Ralph Sheridan *IDC U.K.*
Joachim Joestingmeier *IDG Germany*
Renata Fernandes *IDG Brazil*

3

Stephanie Overby *CXO Media*
George Lee *CXO Media*
Viggo Bjerre *IDC Denmark*
Kate Hobbie *InfoWorld*
David Zajic *IDG Czech*
Chris Hart *IDC*
Danielle Dion *IDC*
Katherine Burgess *IDC*
Lee Bilodeau *IDC*
Ryan Fitzgerald *IDC*
Alexander Motsenigos *IDC*
Brian Parker *IDC*
Miriam Kutcher *IDC*
Maarten Reijnders *IDG Netherlands*
Douglas Jaffe *IDC Singapore*
Kit Yau *IDC Hong Kong*
Joyce Pang *IDC Hong Kong*
May Fung *IDC Hong Kong*
Caitlin Horgan *Network World*
Terry Cummings *IDC U.K.*
Ceila Santos *IDG Brazil*
John Klingstedt *IDG Entertainment*

2

Helen Flagg *IDG List Services*
Capel States *Bio•IT World*
Jesse Cordoza *IDG Central Services*
Davy Adams *IDG Australia*
Anne-Sophie Dankens *IDC*
Rene de Wit *IDG Netherlands*
Joram Gemser *IDG Netherlands*
Emmy Lee *IDC Hong Kong*
Marzene Hańczyc *IDG Poland*
Kenshin Wantanabe *IDG Japan*

1

Mary Sinclair *CXO Media*
Sarah Yee *CXO Media*
Glede Kabongo *CXO Media*
Nils Molin *IDC Sweden*
Tiina Kivilati *IDC Finland*
Sunitha Balachandar *IDG*
Dennis Barker *Bio•IT World*
Sheri Cottreau *IDG World Expo*
Ron Moreau *IDG World Expo*
Jennifer Walsh *IDG Research Services*
Leslie Fox *InfoWorld*
Jan Splichal *IDG Czech*
Deborah Stark *IDC Financial Insights*
Darren Ware *IDC*
William Erickson *IDC*
Greta Williams *IDC Financial Insights*
Emma Howlett *PC Advisor*
Martijn Beuming *IDG Netherlands*
Philip Allen *IDC Australia*
Jane McPherson *IDC New Zealand*
Emerald Wu *IDC Taiwan*
Sunny Chen *IDC Taiwan*
Willy Hendrayudo *IDC Indonesia*
Dany Leung *Computerworld Singapore*
Agata Joseph *Network World*
David Senf *IDC Canada*
Suifran Mark *IDG Entertainment*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Megumi Okamoto

Home
Tokyo

Joined IDG Japan
1991, International booth and sponsorship sales

Career path
- International Sales for events such as Macworld Expo, Windows World Expo, CT World Expo, E3.
- Helped start up Cyber Venture Expo in 1998.
- Show manager of Internet World in 1999.
- Helped start up and and served as show manager of ASP World in 2000.
- Director of World Expo/Japan unit in 2000.
- Managed start up of Streaming Media (2001), Web Services Conference (2002), among others.

Current title
Director of IDG Japan's World Expo unit.

Most challenging part of your job
Other than Linux World and Storage Networking World, we have to generate original Japanese events every year, such as Content Management Forum, 802.11 Planet Japan (partnering with Jupitermedia) and IBM Software World (an OEM event). We have to keep up with the latest market trends and be the first to launch an event on an emerging technology or market segment.

Best part of your job
We not only provide forums for people to learn about technology and market trends, but we also have an opportunity to help people develop relationships with their peers.

Memorable accomplishment
I received IDG Japan's President's Award in 1991 and 1992.

I joined IDG because
I was a Macintosh fanatic at the time and wanted to be part of Macworld Expo. I also wanted to start up and manage my own event.

What's kept you at IDG for 10 years?
IDG has always let me try something new.

Interests outside the office
Reading, working out, travel abroad (Boston, Los Angeles and Hong Kong last year).

Dream destination
Vancouver, Canada. I was studying there and living with a wonderful Canadian family in 1987. It was my first overseas experience, and Vancouver is still my dream destination.

***Megumi Okamoto** was the guest of IDG Chairman **Pat McGovern** at a luncheon honoring her 10 years of service to IDG Japan at Il Teatro restaurant in Tokyo's Four Seasons Hotel.*

Favorite vacation spot?
My home town, Sapporo. It is on Japan's northern most island and is a very beautiful place surrounded by water and mountains. It's also famous for beer. It's nice to be out of exciting but noisy Tokyo once in a while to see who you really are.

Manager's profile
"Megumi Okamoto is a great professional show organizer. She is a very capable person, and I'm impressed by her intelligence and talent for the job. Megumi is very warm and friendly person, but the work she does is very cool! I have great respect for her and I firmly believe that she would be an asset to any organization."

—Setsuro Tamai, president & CEO, IDG Japan

Why be blue?

Though IBM was born in 1911, the Big Blue label entered the vernacular in the early '80s, when it started cropping up in the popular press. "Big" alludes to the company's size. "Blue" is more of a mystery: Most techno-linguists say it refers to the iconic blue logo or the blue covers on many of IBM's old mainframes. Obscure etymology aside, IBM now embraces its colorful nickname, as evidenced by Deep Blue, the chess-playing supercomputer that made world champ Garry Kasparov see red in 1997.

*—as reported by PC World Contributing Editor (and InfoWorld Editor-in-chief) **Steve Fox** in the December issue of PC World.*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Marc Ferranti
IDG News Services
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IDG Germany
Yukari Sasaki *IDG Japan*
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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through offices in 50 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG WorldUpdate

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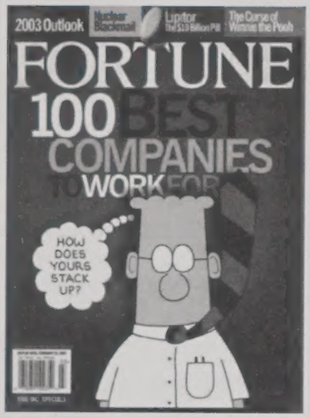
WWW.IDGWORLDUPDATE.COM

IDG highlights span the globe in 2003

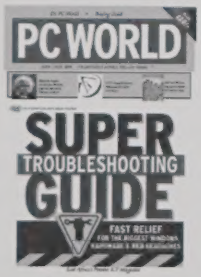
> *"IDG's mission to provide the most timely, useful and accurate information about information technology has not changed. The way we fulfill this mission has evolved over the past four decades, reflecting new technologies for distribution of information."*
>
> — Pat McGovern, IDG chairman

JANUARY



For the third consecutive year, IDG is selected by *Fortune* as one of the 100 Best Places to Work For in America. Ranked No. 58, it is the only technology publishing company on the list.

Steve Jobs proclaims 2003 as "the year of the notebook" at Macworld Expo/ San Francisco.



PC World East Africa earns second place honors in the Best IT Magazine Awards competition, sponsored by the Computer Society of Kenya.

*Research Vice President **Susan Feldman** receives the James Peacock Award, IDC's most prestigious research honor. Next to her are IDC President & CEO **Kirk Campbell** (left) and IDG Chaiman **Pat McGovern**.*

10+ years

Joanne Oteri, 28 • Josef Lohner, 24 • Donna Pomponi, 23 • Klemens Paunert, 23 • Bernhard Weeser-Krell, 21 • Renee Pierce, 21 • Beverly Wolff, 20 • Seppi Heber, 20 • Lee Doyle, 19 • Mark Winther, 19 • Donna Sparrow, 19 • Paul Bonarrigo, 18 • John Gantz, 18 • Rebecca Segal, 18 • Brad Thorpe, 17 • Jean Bozman, 16 • Claudette Sears, 16 • Veronique Arene, 16 • Christian Le Gall, 16 • Vincent Half, 16 • Katalin Kopácsi, 15 • Deborah Vozikis, 15 • Christina Guio, 15 • Michelle Criscenzo, 15 • Mary Wardley, 15 • Robert Brown, 15 • Erika Schönberger, 15 • Ulrike Pape, 15 • Ursula Nadador, 15 • Steve Spingola, 14 • David Emberley, 14 • Regina Steinmann, 14 • Ken Fuller, 14 • Birte Matsen, 14 • Amy Hanania, 14 • Miriam Karlin, 14 • Zsóka Egyed, 14 • Ingela Meerburg, 13 • Seanna Maguire, 13 • Imre Birkus, 13 • Benjamin Barbante, 13 • Amanda Patrick, 13 • Francis Mao, 13 • Tracey Capen, 13 • Diana Garza, 13 • Lillian Richard, 13 • Per Andersen, 13 • Lisbeth Egeskov, 13 • Steven Frantzen, 12 • Kazimierz Szot, 12 • Eos de Feminis, 12 • Holger Heppner, 12 • Ralph Peter Rauchfuss, 12 • Jennifer Schlee, 12 • Claudia Völk, 12 • Peter Wiklund, 12 • Jörgen Bergfors, 12 • Tomas Zin, 12 • Gary Koch, 12 • Petr Kubat, 12 • David Cobb, 12 • Raimon Gort, 12 • Anna Baranyi, 11 • Harry McCracken, 11 • Michael Wallace, 11 • Ute Zirus, 11 • Ludger Schmitz, 11 • Ailton Barbosa da Silva, 11 • Berend Harmens, 11 • Mieke Erkelens, 11 • Martin Bell, 11 •Malgorzata Chwaszczewska, 10 • Wieslaw Pawlowicz, 10 • Barbara Kitzis, 10 • Felix Gonsalves, 10 • Eric Prothero, 10 • Amy Bartulis, 10 • Deborah Temple, 10 • Ursula Grimm, 10 • Jose Gonzalez, 10 • John Brillon, 10 • Fiona MacRae, 10 • Randi Siegal, 10 • Laura Nurzynski, 10 • Shane Rau, 10

PC World Vice President & Editorial Director **Kevin McKean** named CEO, editorial director at InfoWorld Media Group.

Network World and *PC World* earn a total of five awards in *min*'s Best of the Web competition.

In the news:

Slammer slugs Internet, down but not out

Designed to help employees throughout the company identify and cultivate leadership skills, the fourth edition of the IDG Professional seminar takes place in Ashland, Mass.

THE CMO ADVISORY SERVICE
Has IT Marketing "Sold Out"?
IDC

IDC launches the CMO Advisory Service directed toward chief marketing officers at IT companies. It is IDC's first research program aligned with a job function rather than a specific IT sector.

> *"For the future, we need to beware the instability of the advertising market and think of alternative revenue streams. When markets improve, if we keep to our current cost structures, profits will boom again. Until then, careful is best, sell hard."*
>
> — Pat Kenealy, IDG CEO

Financial Insights COO ***Michon Schenck*** *(center, behind cake) and her staff prepare to celebrate the official launch of the company, which provides technology research and analysis to the financial services industry.*

IT 产业世界 地图

China Computerworld publishes two major articles that greatly appeal to Chinese IT entrepreneurs and government officials who want to better understand global IT trends and issues. The Jan. 6 "World Map of IT Industry," a 12-page piece, represents the first time that China CW has reached out so extensively to individual members of IDG's global network. IDG staff in 11 countries contributed information.

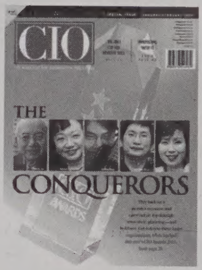
IDG spins off Accela Communications but remains a significant shareholder in and partner to the company.

IDG Italy supplies content to the Web site of a prominent bank to boost its visibility among the 30,000 firms that access the site.

Tietoviikko, IDG's Computerworld-style title in Finland, celebrates 20 years with a gala event. Parent company Talentum Media Oy is IDG's longest-serving publishing partner. On hand to help the licensee celebrate its flagship title's two decades of market-leading publishing were (l-r): IDG International Publishing Services President & CEO ***David Hill****, Talentum Media Oy Country Manager* ***Timo Tolsa****, Executive VP and CTO, Nokia Mobile Phones Yrjö Neuvo and Editor-in-chief* ***Kauko Ollila****.*

FEBRUARY

IDG IS Council creates Web site for IDG's IS professionals around the globe to share expertise.



CIO Asia and IDC Asia/Pacific announce the winners of the third annual CIO Awards program, held in conjunction with the CIO 100 issue. The index ranks the region's top 100 firms that have added the most strategic value to their business through the use of IT.

CIO Germany's first IT strategy conference attracts more than 530 IT managers from Germany, Austria and Switzerland, twice the expected attendance.

In the news:

Sun tries to change the software game with Orion

(L-R): IDC Taiwan Country Manager ***Terry Tsao****, Managing Director of IDC Asia Pacific* ***Piyush Singh*** *and Senior Vice President of IDC International Business Units* ***Philippe de Marcillac*** *participated in the Feb. 24 kickoff event for IDC's first wholly owned subsidiary office in Taiwan.*

A record-setting 500-plus executive-level attendees travel to Scottsdale, Ariz., for the Computerworld Premier 100 IT Leaders Conference. The fourth annual event revolved around idea-sharing and cost-cutting strategies that maximize the business value of IT.

10+ years

Patrick McGovern, 39 • Richard Priante, 28 • Rainer Oberländer, 27 • Ney Kruel, 25 • Karen Weston, 22 • Magdalena Axelsen, 21 • Andreas Förth, 20 • Carl Marchi, 20 • Wes Nihei, 19 • Iris Clench, 19 • Deb Goldstein, 17 • Linda Gorgone, 17 • Mark Sullivan, 16 • Vicki Brown, 16 • Nina Mattsoff, 16 • Magda Zabala, 16 • Olga Fernandez, 16 • Paul Mercer, 16 • Penny Stevens, 16 • Susan Collins, 16 • Gregg Pinsky, 15 • Clare Gillan, 15 • Carol Prigent, 15 • Kevin Burns, 15 • Dorothy Rosenthal, 15 • Laura Sears Brady, 15 • Graham Penn, 14 • Terri Schafer, 14 • Lucy Chaudhuri, 14 • Kelly Crowley, 13 • Patricia Smith, 13 • Nieves San Roman, 13 • Pilar Tejero, 13 • Cheryl Asselin, 13 • Jeff Oterson, 13 • Monica Capuzzi, 13 • Györgyi Birkus, 13 • Alvaro Morenas, 13 • Elana Varon, 12 • Christine Gibney, 12 • Jacqueline DiBianca, 11 • Aniela Zielinska, 11 • Josef Kalasek, 10 • Colin Crawford, 10 • Shoko Furukawa, 10 • Snezana Dejanovic, 10 • Kriemhilde Klippstätter, 10 • Mike Mutrie, 10 • Joan Kelliher, 10 • Diane Hacker, 10 • Doni Moore, 10

DEMO
IDG EXECUTIVE FORUMS

IDG Executive Forums' 13th annual DEMO conference, a showcase for emerging technologies, focuses on a return to practical solutions that meet real needs for customers in the enterprise and the consumer sector.

BioIT WORLD
IT World Conference & 2003

*IDG World Expo Hong Kong's second annual BioITWorld Conference & Expo draws more than 1,400 IT executives, doctors and venture capitalists interested in learning more about the intersection of life sciences and technology. Key IDG World Expo Asia organizers included (l-r): **Paul Szeto**, project manager; **Erica Cheng**, director of sales and marketing; and **Doris Kwan**, marketing manager.*

COMPUTING SA

South Africa's *Computing S.A.* redesigns, going to coated stock and a smaller trim size. A party to celebrate the new look draws 250 of the company's top IT leaders — more than twice what was anticipated — and confirms the market-leading weekly's importance to the local IT industry.

GameStar's fourth annual Readers Awards event showcases the 12 top PC games in the German market. Three national TV stations covered the ceremony, which included a presentation by IDG Games Media Group President & CEO **John Rousseau**.

MARCH

ZOOM
Laat je foto's spreken
Montagetips van experts
Voorkom een miskoop
Activeer dv-in

IDG Netherlands launches *ZOOM*, a bi-monthly magazine to help consumers buy and use digital cameras and video systems.

IDC names **Marc Leporte** general manager of IDC France. He is a 14-year veteran of the IT and telecom industry and recently managing director at Cegetel.

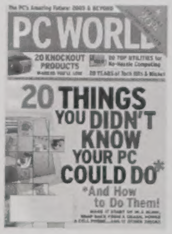
Regional Market Intelligence

(L-R): IDC SVP/International **Philippe de Marcillac**, Chief Marketing Officer **Gigi Wang** and SVP/Hardware & Communications Research **Crawford Del Prete** spoke at Directions' morning general sessions. Attendance at IDC's 38th annual briefing session was up 8% and 7% in Boston and San Jose, Calif., respectively, compared with last year.

10+ years

Diane Martin, 26 • Tom Monahan, 25 • Ursula Sauter, 25 • Walter Schönberger, 24 • Ed Scannell, 23 • Shirley Ingram, 22 • John Dix, 23 • Helga de Gregori, 22 • Fernando Moran, 21 • Paco Zabala, 21 • Cynthia Sparrow, 20 • Lucy Sheehan, 20 • Wolf-Dieter Lorenz, 19 • Terry Lee, 18 • Lola Hermosell, 18 • Ramon Nacenta, 18 • Aromi Rajon, 18 • Simone Fiedler, 17 • Anne-Lise Wang, 17 • Christine Grelet, 17 • Merv Langby, 17 • Eleni Brisbois, 16 • Karman Cheng, 16 • Rick Villars, 16 • Michelle Kalin, 16 • Ellen Messmer, 16 • Tania Evans, 16 • Magdalena Koch, 16 • Peter Gruber, 15 • Michael Carroll, 15 • Miklos Cocron, 15 • Peggy Watt, 15 • Vibeke Whitehead, 15 • Bob Sawdon, 14 • Hiltrud Osterried, 14 • Kirsten Hojrup, 14 • Judy Bonasoro, 14 • Evilee Thibeault, 14 • John Pickett, 14 • Ursula Istavrinos, 14 • Fatima Ruiz del Olmo, 14 • Martin Fältström, 14 • Istvan Biro, 13 • Thomas Wilms, 13 • Carlos de la Iglesia, 13 • Kirsten Bæk, 13 • Sabine Terras, 13 • Grant Clothier, 13 • Christine Corbett, 13 • John Kelley, 13 • Susanne Kirmaier, 13 • Hans Königes, 13 • Andrea Piontek, 13 • Setsuro Tamai, 13 • Alessandro Degli Ochi, 13 • Jill Spooner, 12 • Barbara Sullivan, 12 • Cathy O'Leary Hayes, 12 • Heidi Broadley, 12 • Krisztina Selmeczi, 12 • David Wren, 12 • Reinhard Prasse, 12 • Berit Ellegaard, 12 • Elizabeth McPherson, 11 • Ousmane Keita, 11 • Jimmy Yu, 11 • Anders Lotsson, 11 • Michalina Nowakowska, 11 • Elga Legranzini, 11 • Francis Whalen, 11 • Michael Cooney, 11 • Robert White, 11 • Bergitte Rygaard, 11 • Nancy Hannagan, 11 • Tom Hoffman, 11 • Kristi Cunningham, 10 • Naohito Kato, 10 • Eva Pechova, 10 • Christa Berger, 10 • Marie Söderqvist, 10 • Tim Clarke, 10 • Klaus Breu, 10 • Nedialka Yolovska, 10 • Doug Casement, 10 • Andrea Weinholz, 10 • Andre Angeles, 10 • Mats Eriksson, 10 • Jean Bregeon, 10

The three-day Media Management Institute draws 25 employees from five countries who learn more about IDG's various business functions and establish connections for future collaboration.



PC World celebrates 20 years with 20-item cover story.

In the news:

SCO sues IBM over Linux, seeks $1 billion

> *"I think this DEMO was about a return to practical solutions that meet real needs for customers, be they in the enterprise or in the consumer sector."*
>
> — Chris Shipley, executive producer, DEMO Conference

> *"The IT media needs to spend more time in general in creating original content and less time in linking to one another's content. IDG should lead by example on this."*
>
> — Pat Kenealy, CEO, IDG

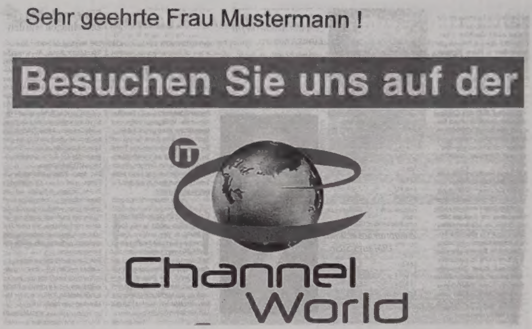
Colin Crawford, most recently president and CEO of Mac Publishing, is named to the new post of IDG VP/Business Development & Operations.

CIO, CSO, Bio•IT World and *Computerworld* take home a total of eight honors from the Jesse H. Neal National Business Journalism Awards; *CIO* wins Grand Neal, the top editorial honor presented to one publication across all categories and circulation sizes

GameStar Poland debuts and targets PC gamers from late teens to early 30s.

IDG Japan launches Bio-*IT World Japan*

*IDG Hungary launches first biotechnology-bioinformatics site in Central Europe. Employees responsible for the site include: (back, l-r): Webmasters **Csaba Varga**, **Tamás Regős** and **Zoltán Kővágó**. Front: Product Manager **György Gazdag** and Editor **Zsófia Elõházi**.*



Sehr geehrte Frau Mustermann !

Besuchen Sie uns auf der

Channel World

ComputerPartner in Germany begins running eight ads per issue that are personalized with the name of the subscriber; clients embrace the concept despite the higher costs involved.

Technology for Life Sciences & Healthcare
Bio·IT World
CONFERENCE+EXPO

IDG World Expo stages the third U.S. Bio-IT World Conference & Expo, which draws almost 4,300 life sciences and IT professionals to Boston.

InfoWorld CTO FORUM

InfoWorld Media Group brings the fourth annual CTO Forum to the East Coast for the first time. Some 200 senior-level technologists spend two-and-a-half days in Boston exploring critical technology issues facing today's enterprises.

*IDG Magazine Verlag Managing Director **York von Heimburg** (left) and PC-WELT Publisher **Stephen Scherzer** display the plaque presented to PC-WELT staff by IDG Chairman **Pat McGovern** in recognition of 20 years of industry-leading publishing.*

Computerwoche's Careers department joins 30 paying clients at the Jobs and Careers booth it has organized at CeBIT since 1988.

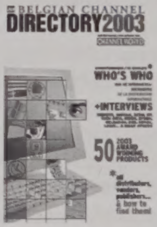
IDG Sweden has promising feedback on test issue of *Dagens Miljö,* aimed at the intersection of business and the environment.

IDG Italy introduces *PC World Extra/Linux,* the first of a quarterly series of single-topic guidebooks.

APRIL

Eleven-year IDG veteran **Bob Carrigan** returns to lead Computerworld as publisher, president and CEO.

IDC releases ground-breaking study on the effect of software piracy in 57 countries, its first collaboration with the Business Software Alliance.



IDG's Belgian licensee launches a Channel World directory and the first Channel Awards dinner at a castle outside Antwerp for 320 top-tier resellers, distributors and vendors.

In the news:

SARS puts an end to business as usual in Asia

InfoWorld moves from a tabloid to a magazine format, with magazine-style covers and a completely redesign layout. Tagline changes to "Get Technology Right."

10+ years

Penny Winn, 19 • Karen Wallace-Lincoln, 19 • Robert Kanes, 18 • Libby Levinson, 18 • Norma Tamburrino, 17 • Maya Timmer, 17 • Carole Zozaya, 17 • Nancy Percival, 16 • Patricia Sims, 16 • Steve Tozeski, 16 • Rick Pastore, 15 • Kirk Campbell, 15 • Crawford Del Prete, 15 • Gabriele Arioli, 14 • Anthony Picardi, 13 • Ken Xie, 13 • M. Rosa Rodriguez, 13 • Chip Zaborowski, 12 • Herman Sundgren, 12 • Christoph Burkhart, 12 • Reinhold Harlacher, 12 • Claudia Dudkin, 12 • Ingrid Kurz, 12 • Peter Townsend, 12 • Christopher Willard, 12 • Derek Slater, 12 • Mike Melenovsky, 12 • Maggie Murphy, 11 • Dick Schievels, 11 • Yuriko Tejima, 11 • Ruth Sager, 11 • Chris Christiansen, 11 • Manuela Guerra, 10 • Lisa Golden, 10 • Ellen Fanning, 10 • Doreen Francy, 10

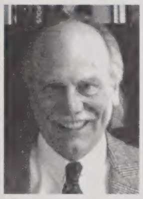
Macworld Editor-in-chief **Rick LePage** appointed president, editorial director of Mac Publishing.

Network World Italia and *Computerworld Italia* co-host the second year of Town Meetings with the one-day Storage and Business Intelligence event in Milan.

Macworld
SPECIAL ISSUE:
digitalHUB
The Digital Home
32-page iLife Booklet

A *Macworld* special issue, *Digital Hub* ("*Macworld's* Complete Guide to Digital Video, Audio and Photography"), is the first IDG publication in the U.S. to include a DVD cover mount.

PC World, *InfoWorld*, *Macworld* honored with four Maggie Awards for outstanding editorial and design from the Western Publications Association.



PC World SVP/Human Resources **Richard Willoughby** named IDG vice president of Human Resources.

PC WORLD KOMPUTER
PRO
TRENDY 2003
Sprzęt
Konstrukcje
Technologie
Hyper-Threading kontra 64 bity
Chłodzenie i overclocking
Płyty główne i pamięci RAM

IDG Poland teams with IDG Interactive in Germany and creates a special issue for using material translated from one of tecChannel's print products on hardware trends.

IDG
Global Solutions

*(L-R): **Hanne Tuomisto**, **Matthew Yorke** and **Karen Blythe** were among the IDG Global Solutions Europe, Middle East and Africa staff who proved the power of partnering with clients, as IGS brings in $1.5 million in incremental business to IDG in just six weeks.*

IDG closes the Global Communications business unit in San Mateo, Calif., and redistributes its responsibilities to two East Coast units as cost-savings measure.

*ComputerWorld Chile Editor **Jorge Espinoza** (r), presents an award to Rodrigo Picas, systems manager at Farmacias Ahumada. ComputerWorld Chile taps into an unmet demand for recognition in the local market among the leading users of IT products with the launch of an awards program that drew a larger than expected field of entries.*

*IDC's Human Resource staff hosts the annual Take Your Children to Work Day in Framingham, Mass., for more than 60 youngsters. The adults amidst the children are (from left): Senior Account Executive **Jim Nagle**, Group Operations Coordinator **Kim Muri**, VP of HR & Education **Debbie Bernardi** and HR Manager **Jim Klepper**.*

STORAGE
NETWORKING
WORLD

Storage Networking World/Spring draws roughly the same number of attendees (1,784) as last year, but *Computerworld's* Strategic Programs team succeeds in attracting 70% more attendees with greater buying power.

CIO Best Practice Exchange Director **Martha Heller**, left, grills two of the participants in the "Best Practice for Getting Outsourcing Right" panel at the 28th CIO Perspectives conference. The topic was "The Complete CIO: An Agenda for Professional and Personal Success."

ComputerSweden
Unix har greppet
"Jättarna måste ena sig"

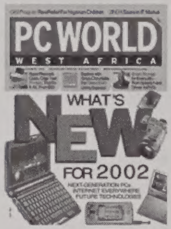
Computer Sweden's breakfast seminar series features *Computerworld* U.S. Editor-in-chief **Maryfran Johnson**. The seminars add revenue, enable editors to establish closer relationships with readers and generate news.

> *"IDC's management team was thrilled that the company, for the first time, achieved a worldwide profit margin of 15%."*
>
> — Kirk Campbell, president & CEO, IDC

> *"IDG Ventures is financing what we think will be market leaders of the future. I believe all of the IDG business units will be able to identify revenue opportunities in our portfolio."*
>
> — Michael Greeley, managing general partner, IDG Ventures East Coast

MAY

IDG names **Dário Dal Piaz** as the new country manager for its Brazilian publishing operation.



PC World West Africa is appointed the official magazine for the three biggest IT events in the region.

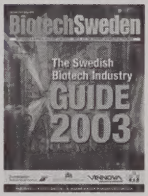
(L-R): Editor-in-chief ***Max Cooter****, Deputy Editor* ***John Dunn*** *and Publisher* ***Guy Eaton*** *are the driving force behind wwww.techworld.com, IDG's first editorial foray into the British enterprise market since the early 1990s.*

VORTEX 2003

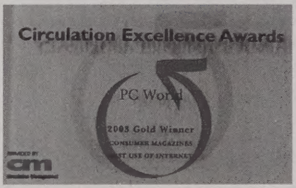
More than 200 senior-level networking executives, entrepreneurs and analysts attend the sixth annual VORTEX conference in Dana Point, Calif., organized by Network World Events and Executive Forums, to discuss the companies and technologies that will dominate networking in the year ahead.

Computerworld's Strategic Programs and Events group organizes the first Mobile & Wireless World conference, a user-focused program in Palm Desert, Calif., that featured case studies, technology workshops, exhibits and "mobile" entertainers.

Bio•IT World Inc. launches *Health•IT World*, a twice-weekly electronic title for senior-level technology buyers at healthcare, pharmaceutical, regulatory and vendor organizations.



Biotech Sweden AB, a wholly owned company of IDG Sweden, publishes a comprehensive diretory for the Swedish biotechnology and life sciences market.



Circulation Management Magazine honors *PC World* with its Gold Circulation Excellence award for Best Use of the Internet among consumer magazines.

IDG Games Media Group changes its name to IDG Entertainment to reflect the company's intent to expand its reach to movies, music and more online products.

Despite limited organizational resources, IDC Mexico's first StorageVision conference shows a profit, with 260 attendees and eight vendor sponsors.

时　　间:
2003年5月16日
直 播 地 点:
计算机世界传媒集团

China Computerworld Publishing and Service Co. steps forward with two initiatives to help battle the SARS outbreak and provide information for the IT community that is dealing with SARS' consequences.

In the news:

MCI settles fraud charges with SEC

Future Home of the

IDG Chairman ***Pat McGovern*** *and his wife Lore Harp Mcgovern attend the ground-breaking ceremony for the McGovern Institute for Brain Research at MIT. The building should be ready for occupancy in mid-2005.*

10+ years

Bob Wescott, 25 • Christian Mahler, 23 • Michele Reyes, 20 • Dorothy Adams, 20 • Mette Lautrup, 20 • Susan Searle, 19 • Diane LaLumiere, 18 • Don Best, 18 • Aromi Rajon, 18 • Pat Kenealy, 17 • Stephen Lennox, 16 • Mary Musgrave, 16 • Michael Deutsch, 16 • Bruce Buckman, 15 • Anthoula Andrisani, 15 • Vicki Peilen, 15 • Joan Kelly, 15 • Judy Schultz, 15 • Brian Clarke, 14 • Anthony Doesburg, 14 • Esther Lee, 14 • Basilio Rodriguez, 14 • Sergio Rizzi, 13 • Gigi Wang, 13 • Adele Lee, 13 • Philippe de Marcillac, 13 • Margaret McAvenia, 13 • Ruggero Vota, 13 • Svenja Mohn, 13 • Franz Josef Reismann, 13 • Nilde Meregalli, 12 • Paula DeMeo, 12 • Ágnes Héjjas, 12 • Mandie Johnson, 12 • Christopher Norman, 12 • Claus Egge, 12 • Angelique Bizouarn, 12 • Sandrine Garcia, 12 • Megumi Okamoto, 12 • Mary Harvey, 12 • Trace Weatherford, 12 • Randy Ross, 12 • Jean Dellarobba, 11 • Nancy Jonathans, 11 • Masato Tsuchiya, 11 • Heather Hudson, 11 • Kimberly Brinson, 11 • Rosa Guerinoni, 11 •York von Heimburg, 11 • Zdena Vratislova, 10 • Gerald Wee, 10 • Sándor Keizer, 10 • Dana Thorat, 10 • Daniel Kusnetzky, 10 • José Laco, 10 • Julia King, 10 • Brian Fuce, 10 * Malgorzata Brudniak, 10

IDG's Iranian licensee wins the Golden Prize in Iran's 10th Exhibit of Publications, as *Electronics & Computer* magazine, a *PC World*-style title, beats out 344 publications in the scientific and specialty category.

IT World Canada teams with local law firm to organize the CIO Canada Outsourcing Summit, its first attendee-paid event.

Macwelt begins charging for much of the content previously available for free on www.macwelt.de. Despite an initial firestorm of protest, loyal visitors could not stay away and the number of subscribers to Macwelt Premium continues to climb.

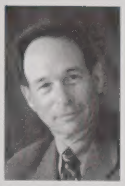
Media Power 50
SPECIAL REPORT

Computerworld.com, *Bio•IT World* and *CIO* are named to B2B's 2003 Media Top 50, an annual list of the best venues for placing B2B marketing messages.

WIN! THREE DESIGN JOBS
ELECTRONIC ARTS WANTS YOU!
DIGIT
BLAST YOUR ART
PHOTOSHOP 7
DVD POWER
CHARACTER
FREE! FULL 3D CHARACTER TOOL
MOTIONBUILDER!

Digit U.K. teams up with Electronic Arts to offer readers the chance to compete for a new job at the world's largest computer-entertainment software publisher.

JUNE



Former Imark CEO **David Korse** joins IDG World Expo as president.

In the news:

PeopleSoft balks at Oracle takeover bid

NetworkWorld
Dossier Security
USB-token plus smartcard: slim alternatief!
Case study: USB-tokens bij AAC Cosmos
Praktijk
PHP op de Windows 2000-server
Workshop: MDeamon alternatief voor Exchange?
Popup
Vanderaart heeft problemen met zijn e-mailserver
Actueel

IDG Netherlands relaunches 14-year-old *LAN Internetworking Magazine* as *NetworkWorld*, offering readers more practical information and enticing advertisers with a clear link to IDG's international *Network World* product line.

10+ years

Kathy Dinneen, 30 • Debra Sobin, 25 • Robin Robison, 23 • Matthew Smith, 23 • Patricia Keefe, 22 • Debbie Waters Colacchio, 21 • Derek Hulitzky, 20 • Mitchell Betts, 19 • Richard Buroni, 19 • Linda Holbrook, 18 • Rudolph Schuster, 18 • Walter Kainz, 18 • Martin Hingley, 17 • Dagmar Batschat, 17 • Robert Ostrow, 17 • John Robison, 17 • Jim Falanga, 17 • Kimberly Schuberthan, 16 • Linda Holbrook, 16 • Pim Bilderbeek, 16 • Rex Farrance, 16 • Bob Brewin, 16 • Gaby Kirschbaum, 16 • Susanne Kratoschka, 16 • Michael Nerke, 16 • Norman Noble, 16 • Gary Anthes, 16 • Irmtrud Schäfer, 16 • Julie Gilbert, 15 • Andrew Sambrook, 15 • Alan Farias, 15 • Lottis Bergsson, 15 • J.P. Martinez, 15 • Jeff Berlin, 14 • Meg Rogers, 14 • Paul King, 14 • Janet King, 14 • Francesco Sanchez, 14 • Maryfran Johnson, 14 • Bob Pinchin, 13 • Guy Eaton, 13 • Mandy Tse-Wong, 13 • Philippe Rose, 13 • Henry Pham, 13 • Steve Fontaine, 13 • Bea Horváth, 13 • Ica Rodriguez, 13 • Noboru Masuda, 12 • Patricia Owen, 12 • Agnieszka Cybulska, 11 • Stephen Lawson, 11 • Karen Mulligan, 11 • Marlene Buschbeck-Idlachemi, 11 • Elina Pancheva, 10 • Michael Riis, 10 • Annelise Pedersen, 10 • Barbara Jakubiak Mozdzynska, 10 • Paul Mason, 10 • Birgit Mayer, 10 • Mark Levitt, 10

York von Heimburg, general manager of IDG Magazine, IDG Entertainment and IDG Interactive in Germany, adds to his responsibilities managing director of Computerwoche Verlag.

BIOMETRICS WORLD
EXECUTIVE CONFERENCE™
A GLOBAL SERIES OF EVENTS

IDG World Expo launches the first in a series of international BiometricsWorld Executive Conferences in Washington, D.C., as a way to fill a gap in the market for information about the use of biometrics in border protection.

> *"Dry as it seems, I take great pride in IDC's research methodology and will go mano a mano with any of our competitors in a methodology bake-off."*
>
> —John Gantz, senior vice president, IDC

*Staff at the PC World Test Center in San Francisco hosted PC World Vietnam's **Tuyen Quoc Dang for** two weeks of training as a first step toward helping the Asian title establish a test center of its own.*

*IDG Chairman **Pat McGovern** presents IDG Australia Managing Director **Don Kennedy** with a commemorative plaque as IDC and IDG mark 25 years in Australia with a black-tie event for 260 staff members and guests.*

Twenty-three IDG managers participate in the fourth IDG Management Excellence Program in Dedham, Mass., which focuses on enhancing leaderships skills. "The program was the most valuable training I have participated in since starting my career," said InfoWorld Advertising Director/East ***David Colford****.*

> *"IDC's strategy is built on being a quality and precision company. In this business model, our primary focus is on customizing our products for each client...while also being operationally efficient."*
>
> — Gigi Wang, senior vice president, IDC

Participating in the Securities Industry Association's annual Technology Management Conference & Exhibit in New York, Financial Insights announces its expansion into the Asia/Pacific market.

Nearly 100 IDGers past and present are on hand for a surprise celebration of IDG Research President **Kathy Dinneen**'s 30th anniversary with the company.

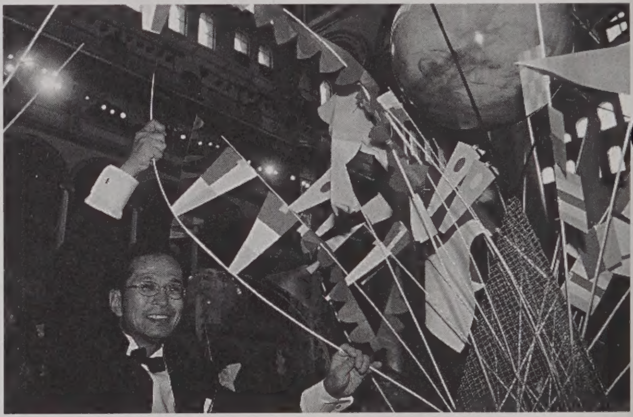
IDG New Zealand's four-year-old *Unlimited* picks up its second win for Best Trade/Professional Magazine at the prestigious Qantas Media Awards.

IDG Entertainment releases 11th annual gaming industry white paper, "High Stakes in Interactive Entertainment."

IDG publications capture more awards — 36 — than any other technology publisher at the American Society of Business Publication Editors awards ceremony in Washington, D.C.

Bio•IT World launches first Best Practices Awards at the National Press Club in Washington, D.C., to honor the achievements of its target audience.

IDG Sweden's Publishing School Wall of Fame depicts the graduates of its in-house program. Fifteen employees finished the course this month, and more than 70 employees have furthered their education since the program began in the mid-1990s.



A guest gets creative with his centerpiece — a traditional activity — at the 15th annual Computerworld Honors Program Awards Gala in Washington, D.C. The program, created by IDG Chairman ***Pat McGovern****, recognizes a global array of people and organizations that are leading the IT revolution and using IT to benefit society.*

IT World Canada serves as the official media sponsor of a slow-pitch charity baseball tournament and wins the event — for the first time in four years — in the championship game against Dell Canada.

IDG

December 22, 2003

Sales Representative, Industry Major Accounts (IDC)
This Sales Representative is part of collaborative team that represents IDC's entire portfolio of IDC's products and services. This position will be assisting major accounts sales people in varying aspects of the sales cycle including, prospecting, proposal generation, interest development, education, lead generation, and developing a wider and deeper client relationship that will lead to increased revenues. This position will require less than 5% travel to include client visits, functions and internal meetings. A successful Sales Representative will be able to work independently while also working collaboratively on projects and client matters. Strong communication skills and the ability to conduct themselves professionally in all sales situations, a must. A Bachelor's degree in Marketing or Business preferred (or equivalent experience) with 1-2 years experience in IT, market research industry or sales.
Location: Framingham – MA
Contact: Email: idc_jobs@idc.com

Research Manager, Wireless (IDC)
IDC is seeking a Research Manager to focus on the rapidly evolving wireless consumer space. This position is part of the IDC Communications Research Group and will play a key coordination role with other IDC research groups focusing on the wireless space. Candidate should have experience with first-to-market forecasting and analysis of emerging markets, ability to interact with client audiences including senior management, articulate IDC positions that challenge client assumptions, and to play a public role before clients and in the wireless community in general. Please see idc.com for a full description. ***Location: Framingham - MA***
Contact: Email: idc_jobs@idc.com

Group Operations Manager, Life Science Insights (IDC)
IDC's Life Science Insights practice analyzes the convergence between IT and the emerging life sciences market. The service offers strategic and tactical analysis and advice for infrastructure vendors and suppliers seeking to understand the opportunities developing within this emerging market. IDC's Life Science Insights (LSI) is seeking a full-time Group Operations Manager. The successful candidate will have 5-7 years experience in a fast-paced environment, along with strong organizational, detail-oriented skills, and a solid knowledge of Excel, Powerpoint and all MS office products and Lotus Notes. Proficiency in Access is a plus. This individual will be expected to handle multiple projects while still meeting deadlines. The most qualified candidate must have strong verbal and written communication skills, as well as the ability to handle confidential information professionally. Please see idc.com for a full description. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Consulting Vice President, Life Science Insights (IDC)
The VP Consultancy is chartered with building and managing a business within Life Sciences Insights. In this senior leadership role, the VP will have responsibility for building a team of consultants, identifying and winning new clients, providing leadership, controlling expenses and achieving bookings and revenue target. The VP Consultancy will collaborate with research analysts across LSI and IDC. Candidates must have 8-10 years management experience within a consulting setting, excellent knowledge of life sciences space with established contacts, clients and reputation. Candidates need to be entrepreneurial, decisive, results oriented and self-reliant. Excellent analytical, written and oral communications skills a must. Degree in biological science, MBA a plus.
Travel 25-33%. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

(cont.)

Vice President, Sales and Marketing, Life Science Insights (IDC)

The VP, Sales and Marketing is chartered with the creation/deployment of solution selling techniques to grow the Life Sciences Insights practice. This position will have national responsibility for selling products to LSI's client base, providing leadership to the sales and marketing team, controlling expenses and achieving targeted bookings. The VP will collaborate with the IDC sales force and work with counterparts in Asia Pacific and Europe. Candidates must have knowledge of research/consulting business, 8-10 years demonstrated sales success within the life sciences industry, managing a sales and marketing team, outstanding communication skills, and expertise in all critical sales techniques to deliver product values to sophisticated clients. BS degree in biological science preferred, MBA a plus.

Travel-30-50%. ***Location: Framingham - MA***

Contact: Email: idc_jobs@idc.com

Associate Editor (IFW)

InfoWorld seeks an Associate Editor to plan, develop, and edit feature-length product comparisons, how-to articles, and technical analyses, as well as timely product reviews of enterprise hardware, software, and solutions. The associate editor will meet weekly deadlines, juggle multiple tasks, follow technical beats, as well as represent InfoWorld at industry events. It's important to be equally comfortable working in a highly collaborative, team-oriented environment and working independently to creatively problem-solve issues. Top-notch writing and editing are a must; knowledge of corporate computing issues is desired. The position requires 3-6 years of publishing experience. ***Location: San Francisco – CA***

Contact: Job Opportunities, Email: jobopps@idg.com

Sales Associate (PCW)

This Sales Associate will provide support to the Associate Publisher and the Eastern Ad Director of PC World Magazine. As part of the sales team, the Sales Associate will work on multiple projects which include but are not limited to maintaining sales/client files and databases, providing ongoing customer service to clients, conducting analyses on the competition, facilitating ad production, and providing general administrative and office support. Strong PC skills (word-processing, spreadsheet and database systems) and top-notch multitasking, prioritizing, organizing and communication skills are required. Candidates must be professional, flexible, motivated to learn, and able to work well under pressure. Familiarity with publishing and/or advertising would be ideal.

Location: Paramus – NJ

Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

JULY

COMPUTERWORLD
WEB SERVICES

IDG Italy holds its first conference on Web Services for 180 corporate general managers and IT decision makers. Above, *CW Italia* Editor-in-chief **Paolo Lombardi** welcomes attendees.

Boston-based IDG Administrative Assistant **Judy Bonasoro** earns top score in annual receptionist evaluation survey. Bonasoro received flowers and a Good News memo from IDG Chairman **Pat McGovern**.

IDG Chairman **Pat McGovern** (fourth from left) and government officials usher in the eighth Vietnamese Computerworld Expo, the country's largest IT event. While at the event, McGovern announces the establishment of a wholly owned subsidiary — IDG Vietnam Co. Ltd. — and names **Tam Le**, IDG's chief representative in Vietnam since 2000, managing director of the new company.

DIRECTIONS
Computing and Communications: Preparing for the New Landscape

*IDC India Country Manager **Kapil Dev Singh** (back row, fourth from right) and his team organized the most successful Directions event in the country in 16 years. The event garnered extensive media coverage.*

In the news:
IBM explores shifting jobs out of U.S.

10+ years

Therese Bergstrom, 27 • Barbara Adamson, 20 • Craig Stedman, 18 • Ken Hoyt, 17 • Ralph Finos, 17 • Corinne Schmidt, 17 • Jim Falanga, 17 • Karin Quack, 17 • Wally Clegg, 17 • Karin Reitberger, 16 • Kathleen Demko, 16 • Faith Marcello, 16 • Kimberly Schuberthan, 16 • Abbie Lundberg, 15 • Tammy O'Sullivan, 15 • Judy Callahan, 15 • Lyn See, 15 • Harald Brechtl, 15 • Caroline Craig, 15 • Manfred Weiss, 14 • Carol Benioff, 14 • Jan-Bernd Meyer, 14 • Hans-Albrecht Simon, 14 • Scott McLarnon, 13 • Richard Willoughby, 13 • Julio Vial, 13 • Petra Hermann, 13 • Carin Ståhl, 13 • Bridget Cammarata, 12 • Chris Keall, 12 • Kenneth Bäckström, 12 • Enrico Lotti, 12 • Jaroslav Hrouda, 12 • Ornella Fusina, 12 • Carel Schrama, 12 • Randy Perry, 11 • Eric Lam, 11 • David Francis, 11 • Naoko Kanda, 11 • Mohd Yasin, 10 • Maud Sårde, 10 • Quan Zhou, 10

AUGUST

Ireland's PC Live! undergoes major redesigns and emerges with a new gadgets supplement and innovative inverted back cover.

Black Ice
The Invisible Threat of Cyber-Terrorism
Dan Verton

Computerworld Senior Writer (and former U.S. Marine Corps intelligence officer) **Dan Verton** publishes his second book, *Black Ice: The Invisible Threat of Cyber-Terrorism*.

*IDG Brazil holds second annual StorageVision event, StorageVision2003: Confronting the Storage Explosion. The one-day event attracted almost 400 senior IT executives, end users, sponsors and members of the press. Above, IDC Brazil Research Manager **Ivair Rodrigues** and Storage Analyst **Bruno Rossi** confer during the day-long event.*

DigitalWorld
Neu!
DVD-Recorder günstig wie nie

IDG Germany launches quarterly *Digital World* publication.

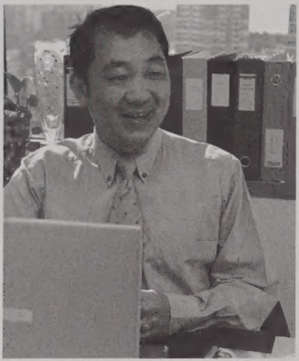
*Two employees – Senior Credit Analyst **Judy Callahan** and Lead Travel and Training Specialist **Nikki Civetti** – earn Corporate Boviard STAR Awards for outstanding performance.*

IDG tops its IT trade publishing competitors in *Advertising Age's* 24th annual report on the 100 leading media companies.

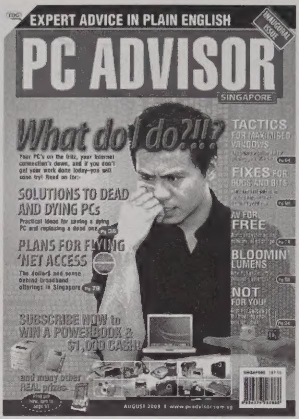
> *"I believe that there are massive opportunities around the convergence and interconnection of PCs and consumer entertainment devices in the home and the growth of various types of home networks for data, communications and entertainment."*
>
> — Colin Crawford, VP, Business Development and Operations

"The rationale for this cooperation [among IDG's U.S. enterprise books] is simple: If someone comes to the InfoWorld site and doesn't find what he's looking for, we're going to lose that visitor anyway. Better to lose him to another IDG title than to the competition."

— Kevin McKean, CEO & editorial director, InfoWorld



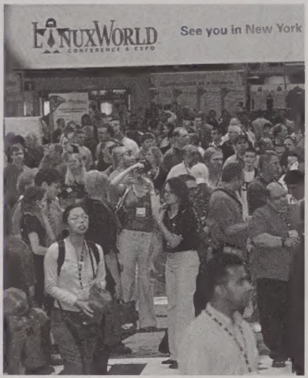
Jimmy Yu *is named publisher of new Singapore Enterprise Group at IDG Communications Singapore.*


IDG
EXPERT ADVICE IN PLAIN ENGLISH
INAUGURAL ISSUE
PC ADVISOR
SINGAPORE
What do I do?!!?
Your PC's on the fritz, your Internet connection's down, and if you don't get your work done today–you will soon try! Read on for:-
SOLUTIONS TO DEAD AND DYING PCs
Practical ideas for saving a dying PC and replacing a dead one
Pg 38
PLANS FOR FLYING 'NET ACCESS
The dollar$ and sense behind broadband offerings in Singapore
Pg 70
TACTICS FOR MAXIMISED WINDOWS
FIXES FOR BUGS AND BITS
AV FOR FREE
BLOOMIN' LUMENS
NOT FOR YOU!
SUBSCRIBE NOW to WIN A POWERBOOK & $1,000 CASH!
and many other REAL prizes
AUGUST 2003 I www.pcadvisor.com.sg

IDG Communications Singapore launches PC Advisor Singapore. The publication joins the company's two other offerings: 10-year-old Computerworld Singapore and four-year-old CIO Asia.

GAMEPRO
JAK II

IDG China enters games market with monthly *GamePro* title. Targeting the console market, which is poised for major growth in China with Sony's anticipated September introduction of the Playstation 2, the publication's debut issue contained 164 pages and had an initial circulation of 50,000. (www.gamepro.com.cn)


LINUXWORLD CONFERENCE & EXPO
See you in New York

IDG World Expo's LinuxWorld Conference & Expo attracts crowds to San Francisco. Underscoring the continued acceptance of Linux and open source systems, almost 50% of attendees were users from such varied industries as manufacturing, finance, government and retail.

CIO's fifth annual CIO 100 Symposium attracts a record registration 38% higher than previous year's. Produced in conjunction with the CIO 100 special issue, the publication and symposium are designed to honor leadership in the use of technology, information management and organizational development. Above, CXO staff members responsible for organizing the event pose during the awards ceremony.

10+ years

Bengt Marnfeldt, 33 • Karl Heinz Zimmermann, 25 • Zvonimir Lepusa, 25 • Renate Giesen, 24 • Eduardo Ostan, 21 • Saiman Hui, 21 • Mary Fanning, 20 • Georg Sing, 20 • Carolyn Medeiros, 20 • Judy Sutter, 19 • Hans Weber, 18 • Chris Cuoco, 17 • Don Kennedy, 17 • David Hill, 17 • David Bromley, 17 • Sandra Kupiec, 16 • Roseann LaBruno, 16 • Megan Santosus, 15 • Mike Malone, 15 • Nancy Sheehan, 15 • Phyllis Borden, 15 • John Cox, 15 • Marlene Tobias, 15 • Esther van Dijk, 15 • Gabriele Lange, 14 • Josef Gruber, 14 • Heinrich Vaske, 14 • Simon Salamon, 14 • Brad Christenson, 14 • Lisa Ladle-Wallace, 13 • Sven-Erik Remmare, 13 • Nancy Newkirk, 12 • Bobbie Cruse, 12 • Patrice Desmedt, 12 • Maria Grazia Tripodi, 12 • Simona Cattaneo, 12 • William Bernardi, 12 • Carol Johnstone, 12 • Keith Henry, 12 • Silvana Brambilla, 11 • Sally Hudson, 11 • Ola Fors, 11 • Carol Glasheen, 10 • Rebecca Freed, 10 • Michele Peoples, 10 • Lafe Low, 10 • Miriam Wiley, 10 • Theirry Parisot, 10 • Frank Froma, 10

Computerworld New Zealand is voted technology media of the year by New Zealand's Telecommunication Users' Association during the group's Innovation Awards ceremony. Above, CW New Zealand Editor ***Anthony Doesburg*** *(left) accepts the award from IT Minister Paul Swain. CW Online reporter* ***Paul Brislen*** *was a finalist for telecommunications journalist of the year.*

In the news:
EU software patent plan draws fire

SEPTEMBER

IDG Australia VP **Linda Kennedy** listens to a question from the audience at this month's CIO Conference. The conference weighed in as most profitable, best-attended in the event's six-year history, with almost 240 CIOs on hand.

CIO
THE RESOURCE FOR INFORMATION EXECUTIVES

a special issue
technology's impact on every thing

with essays by
Kenneth Allard Robert Ballard Andy Borowitz Ben Crenshaw The Dalai Lama David Elkind Juan Enriquez Howard Gardner Newt Gingrich Ray Kurzweil Bjorn Lomborg Queen Noor Robert Reich Howard Rheingold Paul Saffo Robert Shiller Barry Steinhardt & Jonathan Zittrain

Including...Financial Markets, War, The Human Condition, Work, Education, Kids, The Environment, Sports, Public Opinion, Health Care, Spirituality, Power, Civil Liberties, Exploration, Evolution, The Future, and more...

CIO publishes special issue called "Technology's Impact on Everything" featuring essays by 18 notable people from many different walks of life who wrote about how technology affects their speciality. Advertiser response was outstanding with 29 pages of ads in the 68-page issue.

PC World launches Spam Watch (http://spamwatch.pcworld.com), the first in a planned series of microsites that will address or expand upon subjects that are not covered extensively in the magazine.

软件导刊
GameStar 游戏族

IDG China launches second gaming title, the monthly *GameStar*, which covers the PC games market with reviews, gaming tips, testing and evaluation of computer hardware, interviews with gamers and more.

IDG World Expo launches Portable Power Conference & Expo. The event, aimed at developers and users, focused on how to best provide power to portable computers and wireless communications products and drew 225 conference attendees and 21 exhibitors.

In the news:

ASEAN countries to combine on cybersecurity

IDC stages 13th annual European IT Forum in Paris. The theme, "The European CEO/CIO Agenda: Managing IT in Challenging Times," focused on strategies for optimal use of technology and its importance in minimizing business risk.

DEMOmobile draws best crowd in recent years to annual showcase of up and coming hot new mobile and wireless products. Produced by Network World Events and Executive Forums, the two-day conference is now in its fifth year. Pictured above, members of the Network World team that helped bring the conference to life.

COMPUTERWORLD
IT Executive Summit

Computerworld holds third IT Executive Summit in New York and San Francisco. The events, which run less than a full day, are proving highly popular with busy executives eager for information but pressed for time and travel budgets. This month's event, sponsored by SAS and Intel focused on "Leveraging Business Intelligence in the Enterprise." *Computerworld* VP/Editor-in-chief **Maryfran Johnson** served as the conference host.

PC WORLD
MEGA Storage GO

IDG's new publishing partner, The Aspirers Group, rolls out *PC World Thailand.*

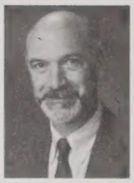
To spice up the intra-company competitive spirit this year, IDG List Services President **Deb Goldstein** challenges *PC World* Senior Manager Online Ad Development **Diane Hacker** to see whose team could raise the most money in its respective city's AIDS Walk. Hacker's team emerged victorious and above left, she fashions the "Big Loser" hat that Goldstein agreed to wear for a day.

Lundberg

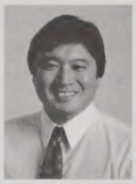
Gallant

Johnson

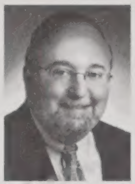
McCracken



Kay



Nihei



Fox

Six IDG journalists — *CIO*'s **Abbie Lundberg**, *Network World*'s **John Gallant**, *Computerworld*'s **Maryfran Johnson**, *PC World*'s **Harry McCracken** *GamePro*'s **Wes Nihei**, and InfoWorld's **Steve Fox** — and an analyst from IDC — **Roger Kay** — are named to to the ninth annual Influencer's Report, published in the September issue of *Adweek* magazine's *Technology Marketing* magazine.

10+ years

Eileen O'Brien, 29 • Suresh Rajon, 20 • Karl Koessel, 20 • Anton Paunert, 19 • Ingrid Holzbauer, 19 • Juan Marquez, 19 • Sylvie Neuhoff, 17 • Janet Glynn, 17 • Michael O'Neil, 17 • Angele Boyd-Myers, 17 • Marianne Nichols, 17 • Gary Beach, 16 • Sue Yanovich, 16 • Paul Arabasz, 16 • Pascal Gautier, 16 • Ágnes Radnóti, 15 • Hilary Smith, 15 • Éva Szegvári, 14 • Debra Bernardi, 14 • Christina Ölschläger, 14 • John St. Martin, 14 • Christophe Witte, 14 • Mario Toffoletti, 14 • Martin Wallström, 14 • Pascal Meyer, 14 • Andrew Ware, 13 • Gerhard Holzwart, 13 • Hans Hausner, 13 • Wilson Wan, 13 • M. Jose Marzal, 13 • Lennart Ekner, 13 • Colleen Beattie, 13 • Margarita Chiango, 13 • Dick Denechaud, 13 • Ines Mühlbauer, 12 • Donna Moschella Hopkins, 11 • Joyce Gillis, 11 • Alyson Morales, 11 • Rosemary Pickett, 11 • Donna Silva, 11 • Cheryl Talamini, 10 • Barbara Schwab, 10 • Thomas Vahey, 10 • Eileen Newman, 10 • Chris Jarmul, 10

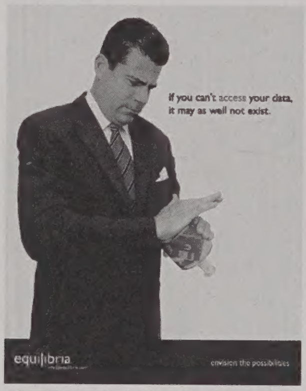
> *"Too often during an economic slide, the temptation is to focus solely on budget cuts, project cancellations and staff reductions. We're honoring companies that haven't fallen into these traps and that use creativity and commitment to wring the most value from every IT dollar."*
>
> — Abbie Lundberg, editor-in-chief, CIO, speaking about the CIO 100 Awards

During his 88th visit to China, IDG Chairman **Pat McGovern** took a side trip to Inner Mongolia where he investigated investment opportunities for IDG Ventures and visited with potential media partners. He also visited a cultural center where he met with local wrestling champions.

> *"Over the last 50 years it has become accepted publishing wisdom that serving a buying community with a mix of information products in a mix of media is better for readers and publishers. The clear trend around the world for IDG units is more media rather than bigger media.*
>
> — Pat Kenealy, CEO, IDG

Network World convenes annual meeting of its Global Test Alliance, a cooperative network of independent product reviewers, to hammer out testing plans for 2004. Since 2000, *Network World* has tested and reported on more than 200 network products and services annually.

Framingham, Mass.-area IDG Golf League caps off seventh season of competition with a year-end tournament and dinner at a local country club. This year's winners were **Tim Horgan**, CXO Media senior VP/Online, and **Chris Cuoco**, CXO Media VP/Manufacturing.



If you can't access your data, it may as well not exist.
equilibria
envision the possibilities

*Bio•IT World's **Jeffrey Hyman** does double duty, both selling and starring in this ad, scheduled to run in the October issue of the publication. Said Hyman, "Given the economics of our times, we are all just trying to do the best job we can. We are lucky to have these clients, and we do what we can to support them, as they do us."*

OCTOBER

Top 100
250
De største
hurtigste
ygtigste

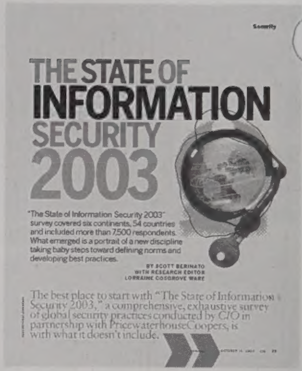
Computerworld Danmark's sixth annual Top 100 special issue boosts ad revenue in tight market. Despite the name, the publication included more than 250 companies, ranked by year-over-year profit and revenue growth.

PC World launches Privacy Center (www.pcworld.com/howto/privacy/0,00.asp), its second microsite. The site offers readers the latest news on protecting personal information online.

Computerworld, *CIO* hold first Global Product Line meetings in three years in New York City. More than 70 employees representing editions of the two publications from 20 countries gathered for three days of information sharing and exploration of opportunities for multinational initiatives.

Kit Gould is named managing director of IDG U.K. The new position consolidates the management of IDG's London-based properties: *PC Advisor*, *Macworld*, *Digit*, *Tips & Tricks* and Techworld.

IDC's Europe, Middle East and Africa Conference Group kicks off the new fiscal year with the eGovernment Conference in Rome, the first of more than 120 events in 22 countries that the group has lined up so far.



Security

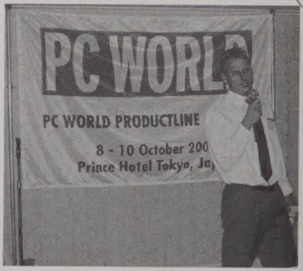
THE STATE OF INFORMATION SECURITY 2003

"The State of Information Security 2003" survey covered six continents, 54 countries and included more than 7,500 respondents. What emerged is a portrait of a new discipline taking baby steps toward defining norms and developing best practices.

BY SCOTT BERINATO
WITH RESEARCH EDITOR
LORRAINE COSGROVE WARE

The best place to start with "The State of Information Security 2003," a comprehensive, exhaustive survey of global security practices conducted by *CIO* in partnership with PricewaterhouseCoopers, is with what it doesn't include.

CIO and *CSO* magazines publish results of a groundbreaking international security survey notable both for its scope — more than 7,500 responses from 54 countries — as well as its cooperative roots — 14 *CIO* publications around the world worked together to deliver the industry's largest and most comprehensive security study to date.



*The PC World Global Product Support Center, based at IDG Netherlands, stages a well-attended PC World Product Line Meeting. More than 80 attendees from business units around the world traveled to Tokyo for the three-day meeting. Above, IDG Netherlands Managing Director **Raimon Gort** addresses attendees.*

Fourth LinuxWorld Conference & Expo in Frankfurt sets new attendee — 14,800 — and exhibitor — 143 — records. All of IDG Germany's business-related publications participated as media sponsors. The event is produced by K+S under contract to IDG World Expo Germany.

Eight IDG U.S. titles receive 18 editorial and design awards — more than any other technology publisher — at the annual Folio: Awards competition, held in conjunction with the 2003 Folio: Show in New York City.

MacDeveloper
JOURNAL
Apple's Cool New Tools
Raise Your Developer IQ
O'REILLY Macworld

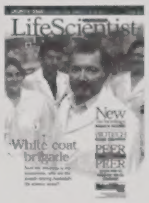
Mac Publishing launches digital-only Mac Developer Journal, a quarterly for software developers creating applications for Apple's Mac OS X.

More than 25 Computerworld staffers transformed themselves to take part in the annual spookfest organized by Office Manager ***Linda Gorgone*** *and Editorial Assistant* ***Cheryl Dudek****.*

In the news:
Japan, Vietnam set up software outsourcing venture

PC World Latin America's fifth annual PC World Latin America Awards showcases the best IT products in Latin America. The black-tie event continues to help solidify the image of IDG's local *PC World* editions as the market-leading authorities in the region. Above, PC World Latin America VP **Trino Ramos** (r) congratulates one of the winners.

Biotechnology NEWS
BIO2003 Special Edition



IDG Australia reworks its life sciences offerings, melding three of its publications into a single *Australian Biotechnology News* and simultaneously launching the monthly *Australian Life Scientist*. Its third offering in the market, *Lab* News, continues as a leading source of news and product information for Australian laboratory managers.

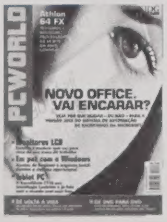
digitalworld
Móviles con Cámara

IDG Spain targets non-expert audience with a new *Digital World* publication. The publication, which will appear every other week, sold 74,000 copies of its launch issue.

> *"We charge too little online for content that is timely, valuable, forwardable and searchable. We have to figure out how to fix this in the next five years, and we need to tackle the issues as business people and not listen to those who believe all information on the Web should be free."*
>
> — IDG CEO Pat Kenealy, speaking at the CW/CIO Global Product Line Meeting

IDC teams up with IDG's publishing partner in the United Arab Emirates to honor the Crown Prince of Dubai, Sheikh Mohammed bin Rashid Al Maktoum, for his role in promoting IT growth in Dubai. Above, CPI Managing Director ***Dominic de Sousa*** *congratulates the sheikh.*

Computerworld's Storage Networking World conference storms into Orlando, Fla., packing a record registration of more than 2,600, sold-out exhibitor space and a full agenda. CW Executive VP/Strategic Programs ***Ron Milton*** *welcomes attendees.*



PC World Brazil unveils new design which features a vertical banner to boost sales on the newsstand where most magazines are displayed side by side with only the left margin showing. Sales tripled in the first month.

10+ years

Ann Clark, 29 • Helga Biesel, 25 • Lloyd Cohen, 24 • Maria del Carmen Doehler, 23 • Karin Giffhorn, 22 • Lucienne Bosser, 22 • Nilcimar Laino Oliveira, 21 • Suresh Rajon, 20 • Karin Wirth-Wernitz, 20 • Madeleine Dionne, 19 • Carol Spach, 18 • Janel Glynn, 17 • Cheryl Podda, 17 • Sylvie Neuhoff, 17 • Thierry Grelet, 17 • Lew McCreary, 16 • Gary Beach, 16 • Ágnes Radnóti, 15 • Hilary Smith, 15 • Éva Szegvári, 14 • Debra Bernardi, 14 • Anne Nickinello, 14 • Javier Rodriguez, 14 • Marco Tennyson, 14 • Martin Wallström, 14 • Angeles de la Marca, 14 • Colleen Beattie, 13 • Margarita Chiango, 13 • Marta Cabanillas, 13 • Stephen Hendrick, 12 • Yumiko Ohshima, 12 • Robert van der Veldt, 12 • Martin Kybal, 11 • Vera Batorova, 11 • Cara Garretson, 11• Cynthia Ramsey, 11 • Uli Diehlmann, 11 • Joseph Loiselle, 11 • Charlotte Kempe, 11 • Donna Moschella Hopkins, 11 • James Farley, 11 • Maria Lindström, 11 • Dora Jeffers, 10 • Paul Curthoys, 10 • Cheryl Talamini, 10 • Agnieszka Potocka, 10

> *"Realistically, I do not expect advertising pages in our IT professional publications to increase dramatically in the next few years. Investments in lead-generating activities such as events, webcasts, micro sites, online delivery of white papers, etc., are growing rapidly, while investments in corporate image and brand advertising are growing much more slowly."*
>
> – Pat McGovern, chairman, IDG

NetworkWorld
Utility computing plans take shape

IDG Entertainment President & CEO ***John Rousseau*** *and Network World Publisher & CEO* ***Evilee Thibeault*** *are named to min magazine's list of the "21 Most Intriguing People."*

IDG Japan launches *e-Gov*, a monthly designed to help local government officials make informed decisions about IT procurement and utilization. Above, IDG CEO **Pat Kenealy** is flanked by *Computerworld Japan* Editor-in-chief **Jun Kawahara** and *e-Gov* Editor-in-chief **Fumiaki Azegami** at a prelaunch briefing.

IDG Germany presents eighth annual Channel Champions awards at the IT Systems Fair in Munich.

IDC opens two new offices in Thailand and the Philippines, bringing its total of new Asian offices opened this fiscal year to four, following Taiwan and Indonesia. Both new offices are wholly owned subsidiaries. Pictured above are staff from IDC Thailand.

NOVEMBER

Bisser Boev *takes over at IDG Bulgaria. He succeeds* ***Tatiana Hinova****, who is moving to Prague to be IDC's sales manager for Central Europe.*

PC WORLD NORGE ekstra
Tema: DE NYE DIGITALE KAMERAENE
Hvor langt har de profesjonelle digitale kameraene igjen for den tradisjonelle teknologien er parkert helt på sidelinjen?
Itkurs

IDG Norway replaces weekly news-focused *PC World Ekspress* supplement with a bi-weekly, analysis-focused *PC World Ekstra* supplement to the monthly *PC World Norge*.

IDG Japan relaunches *Computerworld Japan* as a monthly magazine featuring in-depth technical analyses.

WIN THE RALLY EXPERIENCE OF A LIFETIME!
AUSTRALIAN GAMEPRO
RETURN OF THE KING
Play the movie!
85+ GAMES INSIDE!
ALL AUSSIE REVIEWS!
Xbox Live vs PS2 Network
SPECIAL 2 FAST 2 FURIOUS DVD OFFER INSIDE

IDG Australia makes a play for a piece of the lucrative games market with the launch of *Australian GamePro*.

COMPUTING SA
A participative process?
JDE - Our clients come first

The Magazine Publishers Association of South Africa names *Computing SA*, IDG's *Computerworld* licensee, best information and communications technology publication.

IDG France launches quarterly *Digital World* title to cover the consumer electronics market. Total circulation is expected to be 65,000, with 18,000 to 20,000 copies sold on newsstands.

On behalf of the IDG Romania team, Managing Director **Mihaela Gorodcov** holds the silver cup and diploma from the Ministry of IT and Telecommunications in honor of her company's 10th anniversary. The celebration took place during ROCS, the most important B2B event in the country's IT&C market. IDG Romania launched the event nine years ago. More than 1,000 attendees came to the four-day event, which included the presentation of IDG Romania's annual Excellence Awards honoring the best IT solutions, projects and marketing strategy implemented in the Romanian market during the year.

IDC Brazil staff makes music at a cultural exposition at a local school where several IDC employees have been doing volunteer work for more than a year.

IDC CEMA Managing Director **Steven Frantzen** (left) addresses more than 250 IT executives at IDC Croatia's Business Intelligence Event in Zagreb; looking on are Cognos Sales Manager Yuri Rotmanov and IDC Croatia Country Manager **Boris Zitnick**. The successful event was one of four organized by IDC Croatia in 2003 that collectively drew more than 1,000 attendees.

中国
CIO
年会
2003
中国
IT财富
年会

(I-R): Computerworld China Editor-in-chief ***Liu Jiuru****, Yang Hong, deputy general designer of China's first manned spacecraft, and IDG Asia President* ***Hugo Shong*** *were among the attendees at China Computerworld's fourth CEO/CIO Summit in Beijing. More than 800 CIOs from a variety of industries including finance, telecom, government and manufacturing joined 100 CEOs from top IT companies for conference sessions and an awards ceremony. Sponsorship interest among local IT manufacturers in the prestigious event continues to grow, with sales this year 50% more than those in 2002.*

opean IT Banking Forum 2003
hallenge r European Commerci anks:
for Mar Share

Among the IDG representatives at the eighth annual European IT Banking Forum in Milan were (l-r): ***Bill Bradway****, group VP, Financial Insights;* ***Debbie Williams****, group VP, Corporate Banking and Capital Markets, Financial Insights;* ***Ezio Viola****, group VP and general manager, IDC Southern Europe; and* ***Roberto Masiero****, president, IDC EMEA, who is also responsible for IDC's Conference Business Worldwide. More than 300 IT and financial industry executives registered for IDC's two-day conference, which was supported by 24 major vendors and 10 media partners.*

gratulieren
dem Gewinner
gratulieren
dem Gewinner

Computerwoche Senior Editor ***Jan-Bernd Meyer*** *(left) and Editor-in-chief* ***Christophe Witte*** *(fifth from left) share the stage with the finalists for the User of the Year award, given by Computerwoche for the most innovative German IT project. The event was held in conjunction with Computerwoche's fifth annual IT-Meets Business conference in Munich, which brings together top IT decision makers and business executives for roundtable dialogues.*

CPI, IDG's licensee in the United Arab Emirates, launches a quarterly edition of *CSO* called *Security Advisor Middle East*. The publication is the first international edition to be licensed in the product line.

In the news:

Microsoft ups open source battle in Europe

IDG signs a license with TechNews Caribbean, based in Port of Spain, Trinidad, for a quarterly edition of *PC World Caribbean*. The publication, which is scheduled to launch in March 2004, will circulate in Jamaica, Trinidad and Barbados and is expected to have a circulation of 5,000.

Dutch *GamePro* debuts, with distribution in The Netherlands and Belgium.

10+ years

Ted Bloom, 36 • Laura Kunzmann, 25 • Sheryl Merchant, 22 • Preben Engell, 21 • Miguel Hermosell, 21 • Jose Villacorta, 19 • Jeff Edman, 18 • Lene Sekjær, 18 • Isabel Campo, 18 • Fernando Rodriguez, 18 • Jose Diaz, 17 • Sergio Saenz, 17 • Zsuzsa Krammer, 16 • Karin Lorenz, 16 • Michelle Chase, 16 • John Rousseau, 15 • Donna Fraser, 15 • Jayne Enos, 15 • Sally Reinfeld, 15 • Yoshitomo Fukada, 14 • Ákos Bognár, 14 • Bruno Agostini, 14 • Fernando Cabello, 14 • Sandy Wong, 14 • Donna Cahill, 14 • Elizabeth Heichler, 14 • Susan Middleton, 14 • Don Seay, 13 • Cornelia Krämer, 13 • Anders Nordner, 13 • Natacha Parron, 13 • Paul Smith, 13 • Wayne Silverman, 13 • Jolanta Szot, 12 • Corinne Huron, 12 • Hugo Shong, 12 • Johan Egging, 12 • Micheal Siggins, 12 • Elizabeth Freedman Girioni, 12 • Penny McConnell, 12 • Irene Ford, 12 • Karen Weiss, 12 • Patrick Gorman, 12 • Grazyna Skibniewska, 11 • Ellen Julian, 11 • Joachim Hackmann, 11 • Søren Adelkvist, 11 • Simona Varisco, 11 • Dawn Kezer, 11 • Michelle Reimer, 10 • Todd Simms, 10 • Paul Curthoys, 10 • Richard Heiman, 10 • Robin Azar, 10 • Grace Wong, 10 • Selinna Chin, 10 • Adam Gaffin, 10 • Marc Ferranti, 10 • Henrik Petersen, 10 • Mats Öhman, 10

> *"World Expo is in a unique position as an event organizer, since we have the ability to utilize the resources of other IDG business units to our mutual advantage."*
>
> — David Korse, president, IDG World Expo

DECEMBER

IT Globus
2003

Mikro-PC World, published by IDG's licensee in Serbia and Montenegro, hosts the IT Globus 2003 awards. The ceremony, held at the Hyatt Regency in Belgrade, honored exceptional accomplishments in IT, computing and telecommunications. Above, **Aleksandar Spasic**, editorial director, presents an award.

> *"Every time an employee voluntarily resigns I consider it to be a defeat for IDC management, since every employee who stays with IDC adds more value every year.*
>
> — Kirk Campbell, president & CEO, IDC

WORCESTER
COUNTY
FOOD
BANK
Feeding
Central Massachusetts
since 1982
FOOD BANK

A group of IDCers participated in the 11th Annual Worcester County (Mass.) Food Drive. The Feed Worcester Food Drive is one of the most visible and successful annual fund raisers for the Worcester County Food Bank and has become a holiday tradition in the City of Worcester. In addition to the IDCers pictured here, several others — including ***Janice Higgins****,* ***Jason Spaulding****,* ***Beth Lindquist****,* ***Paul Morissette****,* ***Erin McCue*** *and* ***Alicia Fuce*** *— also helped out collecting food and donations Pictured (l-r):* ***Barbara Nash****,* ***Jim Nash****,* ***Diane Elhilow****,* ***Quincey McCloud****,* ***George Mahowald****,* ***Ken Hoyt****,* ***Robert Mahowald*** *and* ***Kevin Capalbo****.*

PC World launches Next Gear section to focus on consumer electronics devices.

In the news:

Relief not expected in U.S., European Union antispam laws

IDG Chairman ***Pat McGovern*** *(third from left) and other IDG executives hosted a delegation of Vietnamese offiicials, led by Deputy Prime Minister Vu Khoan (facing McGovern) at IDG's 650 California Street office in San Francisco. Earlier this year, McGovern announced that IDG Ventures would invest up to $80 million into Vietnamese start-ups over the next seven years.*

Biotech World

IDG China announces the upcoming launch of Biotech World, a bi-monthly magazine for China's emerging life sciences market that will be published in conjunction with the Institute of Scientific & Technical Information of China. The publication will have both a paid subscriber base as well as a controlled circulation to government organizations and trade shows. Circulation of 20,000 is planned for the first year.

Santa, a.k.a. Network World Senior Copy Editor ***Greg Cusack****, visited the office during the company's annual Kids' Holiday party. Above, Julia Moberg, daughter of Marketplace Account Manager* ***Jennifer Moberg*** *makes his acquaintance.*

10+ years

Shirley Horrocks, 26 • Steve Josselyn, 21 • Rick Ciliberto, 21 • Micaela de Almeida, 20 • Birgit Götz, 20 • Andrea Kühler, 18 • Mary Gibbons, 18 • Julien Pottier, 18 • Helene Fily, 17 • Marianne Krause, 17 • Mary Lester, 16 • Allison Stamm, 16 • Karen Timons, 16 • Lucinda Borovick, 16 • Mary Ann Doolin, 15 • Lars Dahmen, 15 • Piero Todorovich, 15 • Robert Stave, 15 • Carolyn Marsan, 14 • Michaela Maack, 13 • Meryl Salter, 13 • Harriet Karas, 13 • Sagrario Fernandez, 13 • Walter Manninen, 12 • Kristen Kim, 12 • Stephen McClure, 12 • Mar Cabañas, 12 • Eva Villalba, 12 • Cristina de Hoyos, 12 • Mauro Calderara, 12 • Gaby van Beek-Meynkens, 12 • Nick van Leeuwen, 12 • Ewa Budziszewska, 12 • Tina Pescaro, 11 • Maureen Molloy Holmes, 10 • Kathy Badertscher, 10

Peace, joy and friendship
Paix, joie et amitié
Paz, júbilo y amistad
Мир, радость и дружба
和平 快乐 友谊
سلام سعادة وصداقة

Thank you...

...to the many IDGers worldwide who have contributed story ideas, written columns, taken photos, sent anniversary lists and helped us make *IDG World Update* possible this year. Best wishes for a happy, heathly and prosperous New Year!

— The editors

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through offices in 50 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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